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ABSTRACT

This toolkit provides proven methods, models, and templates for tying anti-drug efforts to the National Youth Anti-Drug Media Campaign. It helps organizations deliver the Campaign's messages to the media and to other groups and individuals who care about keeping the nation's youth drug free. Eight sections focus on: (1) "Campaign Overview" (background, message platforms, and program components); (2) "Ideas to Engage Communities" (getting the message out to target audiences); (3) "Media Relations" (effective media relations, working with journalists, making the story newsworthy, and media relations building blocks); (4) "Outreach and Visibility" (beyond media relations and tactics to heighten awareness); (5) "Templates and Tools" (integrating strategic message platforms, campaign graphics sampler, communications tools linked to strategic messages chart, materials to generate news coverage, and materials to galvanize new advocates); (6) "Pro Bono Match" (dollar-for-dollar match, complementary messages, the 102 target media markets, guidelines for selecting PSAs, and frequently asked questions about local matching); (7) "Field Notes" (stakeholder communication and implementing strategic messages in the field); and (8) "Resources" (e.g., calendar of prevention-related events and public relations how-to references). The kit also includes a CD-ROM (an electronic copy of the entire text of the Tool Kit), campaign ad slicks, and camera-ready parenting articles. (SM)

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media tool kit for anti-drug action

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NATIONAL YOUTH ANTI-DRUG MEDIA CAMPAIGN
OFFICE OF NATIONAL DRUG CONTROL POLICY

www.mediacampaign.org

CORE MESSAGES FOR YOUTH AUDIENCES

Drugs can mess up your life in ways you never imagined. They can make you lose control, harming your relationships with family and friends. *(Negative consequences)*

Refusing to do drugs doesn't make you foolish or "uncool." *(Resistance skills)*

Being drug-free is cool. Most of the people you look up to don't do drugs. *(Normative education)*

Not using drugs gives you the power to shape your identity, reach goals, and earn the respect of peers and adults. *(Positive consequences)*

CORE MESSAGES FOR ADULT AUDIENCES

Drugs are harmful. Marijuana limits a child's ability to function appropriately, and even first time use of inhalants can be deadly. *(Perception of harm)*

Every child is at risk for trying or using drugs. *(Your child at risk)*

Your words and actions matter when it comes to keeping kids drug-free. *(Personal efficacy)*

Simple parenting techniques—such as establishing and enforcing clear rules, praising and rewarding desirable behavior, and staying involved in kids' daily lives—help deter drug use. *(Parenting skills)*

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Published August 2000

The White House Office of National Drug Control Policy establishes policies, priorities, and objectives that aim to reduce illicit drug demand and use, and drug-related health consequences; curtail manufacturing and trafficking of illicit drugs; and diminish drug-related crime and violence.

The director of ONDCP, a member of the President's Cabinet, develops and implements the National Drug Control Strategy that drives the nation's anti-drug efforts. This blueprint establishes a program, budget, and guidelines for cooperation among federal, state, and local entities. By law, the director of ONDCP also evaluates, coordinates, and oversees both the international and domestic anti-drug efforts of executive branch agencies and ensures that such efforts sustain and complement state and local anti-drug activities.

MESSAGE FROM BARRY R. McCAFFREY
DIRECTOR, ONDCP

Dear Colleague:

The next several years offer an unprecedented opportunity for your organization to stem the tide of youth substance abuse by participating in the National Youth Anti-Drug Media Campaign. This *Tool Kit* has been designed to help you maximize that opportunity, whether you are already fighting against youth drug use or have just joined the cause.

The Campaign borrows consumer marketing techniques to sell the nation's youth a simple idea: choose to live drug-free. It is driven by a powerful integrated communications plan built on a firm foundation of research on youth and drug use, and fueled by scientific study and social marketing know-how. But, changing attitudes about illegal drugs requires more than advertising and mass media; it calls for an unparalleled range of public/private partnerships. It demands the involvement of thousands of America's most active community-based organizations, focusing their diverse and significant resources toward common goals. It needs you and your organization to get involved now!

To help you take the first steps, we offer this *Media Tool Kit for Anti-Drug Action*. It provides proven and practical methods, models, and templates that let you easily tie your efforts to the Campaign and deliver its messages as effectively as possible.

Research shows that kids' attitudes toward drug use are not rigid but malleable, shaped by the continuous flood of messages that wash over them. Our job is to redirect that current, using all the research, technology, and good, old-fashioned ingenuity we can muster. The more young people are engaged in thinking about the Campaign's messages, the greater the chance that attitudes and behaviors will change.

Use the blueprints in this kit to engage the media as well as others who care about where our young people are headed. Tap your creativity to reinforce Campaign messages and ensure they reach youth and adults where they live, learn, pray, and play. Only with your energy and commitment can we truly succeed in building healthy, drug-free communities.

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ACKNOWLEDGMENTS

Many people contributed to this *Tool Kit*. With their sound advice, we have tried to create a practical guide to extend the reach of the National Youth Anti-Drug Media Campaign. We want to acknowledge and thank them all for their commitment and assistance.

In compiling this *Tool Kit*, ONDCP consulted representatives of national, state, and grassroots organizations, including:

- The Partnership for a Drug-Free America
- Julie Abarzua, Prevention Specialist, Nevada Bureau of Alcohol and Drug Abuse
- Cathi Coridan, Associate Director, National Association for Children of Alcoholics
- Mindy Hargis, Director of Marketing and Communications, Community Anti-Drug Coalitions of America (CADCA)
- Jessica Hulsey, Policy Analyst, Civic Solutions; Co-chair, President's Drug Free Communities Commission
- Henry Lozano, President, Californians for Drug-Free Youth; Member, President's Drug Free Communities Commission
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- Alvera Stern, Special Assistant to the Director, Center for Substance Abuse Prevention, Substance Abuse and Mental Health Services Administration, U.S. Dept. of Health and Human Services
- Carol Stone, Regional Drug Initiative; Member, President's Drug Free Communities Commission
- Sean Sullivan, Manager, Club Services, American Advertising Federation
- Carl Tacy, Director, Prevention Services, National Association of State Alcohol and Drug Abuse Directors (NASADAD)
- Harvey J. Weiss, Executive Director, National Inhalant Prevention Center

NASADAD Prevention Committee members:

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- Alton (Jake) Hadley, Assistant Secretary, Office of Alcohol and Drug Abuse, Louisiana
- Michael Langer, Program Manager for Prevention, Washington Division of Alcohol and Substance Abuse, Washington
- Phil McCullough, Director, Division of Supportive Living, Wisconsin
- Andrew O'Donovan, Commissioner, Alcohol and Drug Abuse Services, Kansas
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- Janet Zwick, Director, Division of Substance and Health Promotion, Iowa

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USING THIS
TOOL KIT

Using This Tool Kit

TOPICS:

Introduction
✔ Opportunities for Individuals
✔ Opportunities for Organizations
What's Inside
✔ Complementary Resources
Using the CD-ROM
Zeroing in on Diverse Targets

INTRODUCTION

This *Tool Kit* has been created to help you and your organization deliver the Campaign's messages to the media and to other groups and individuals who care about keeping the nation's youth drug free. Allying with others who share this commitment multiplies the impact of your efforts. So does adapting and sharing the *Tool Kit's* reference and teaching materials with schools and businesses and civic, service, and faith-based organizations.

✔ Opportunities for Individuals

Whether you want to get involved personally in prevention or merely seek information, this *Tool Kit* can help. It offers a number of ways that you can make a difference in the lives of young people on your own. Tab 2 provides a wealth of information for getting started. It includes tips on reaching out to parents and youth in your neighborhood, promoting and publicizing drug-free activities, and delivering the Campaign's messages to other concerned individuals and groups. Tab 5 offers fact sheets on signs and symptoms of specific drug use, as well as prevention ideas, including actions families can take to raise drug-free kids. Remember, you are not alone in wanting to help young people choose the drug-free path. Refer to Tabs 8 and 9 to connect with resources and organizations active in parenting, drug prevention, and treatment issues.

- **Opportunities for Organizations**
  Your organization has a wealth of experience, resources, and strengths that can contribute to helping our youth stay drug free. The *Media Tool Kit for Anti-Drug Action* not only introduces you to the scope of the National Youth Anti-Drug Media Campaign, but also shows you how to connect your organization's activities—its media relations, outreach efforts and programs—to specific Campaign message platforms as they secure extensive exposure through paid and donated media.

WHAT'S INSIDE

Information on the hows and whys of Campaign outreach is organized in a user-friendly way, as are easily reproduced fact sheets, press releases, and other communications tools. You select what you need, when you need it. The *Tool Kit* offers

- *Background* on the Campaign (Tab 1).
- *Ideas* for engaging the community (Tab 2).
- *Models* and materials for contacting media (Tabs 3 and 4).
- *Samples* of handouts and camera-ready art (Tab 5).
- *Free (pro bono) advertising* opportunities (Tab 6).
- *Local success stories* (Tab 7).
- *Resources* you can tap right now, many available free through the National Clearinghouse for Alcohol and Drug Information (NCADI) and ONDCP's own clearinghouse (Tab 8).
- *A CD-ROM* containing electronic files of all of the documents found in this *Tool Kit*.
- *Camera-ready materials*

Camera-Ready Materials
The *Tool Kit* contains black and white ads and parenting feature articles on glossy paper. Often called slicks, these are camera-ready materials that are already prepared for printing. These may be reproduced in local newspapers, magazines, newsletters, or other communications vehicles. The simple graphics and design make them easy to reproduce in any publication.

Send the slicks with a cover letter to the publishers of local newspapers, shopping guides, employee newsletters, faith bulletins, and theater programs. Be sure to ask the publisher or advertising manager to use the ads whenever space is available. See Tab 4 for more distribution ideas.

***Tool Kit* and Updates Available on the World Wide Web**
The *Media Tool Kit for Anti-Drug Action* is available free of charge online at the Campaign's Web site *www.mediacampaign.org*. Updates for the *Tool Kit* will be periodically posted on this Web site.

To Order a Copy

To request an additional free copy of the *Tool Kit*, call the ONDCP Drug Policy Clearinghouse at (800) 666-3332 or use the order form found in Tab 9.

COMPLEMENTARY RESOURCES

Free materials, phone numbers of local prevention and treatment and youth-service organizations, suggestions for activities you can share with young people, and advice on how to make a difference in a child's life are all available from the Substance Abuse and Mental Health Services Administration's (SAMHSA) National Clearinghouse for Alcohol and Drug Information (NCADI). Call NCADI's 24-hour hotline at (800) 729-6686 or visit *www.health.org*. (Se habla espanol at (877) 767-8432) The number for TDD users is (800) 487-4889. Visit *www.mediacampaign.org* to find out more about the National Youth Anti Drug Media Campaign or call the ONDCP Drug Policy Clearinghouse at 1-800-666-3332.

USING THE CD-ROM

Included in the *Media Tool Kit for Anti-Drug Action* is a custom CD-ROM containing an electronic copy of the entire text of the *Tool Kit*. All of the files, including the public service ads, are provided in PDF or Portable Document Format. PDF was created by Adobe Systems so that computer users on a variety of platforms—Windows or Macintosh—can see and print documents as they were originally designed without having the fonts and graphics loaded on their machines. To view the PDF files, you need a program called Adobe Acrobat. Because many Web sites use the PDF format to enhance their Web pages, you may have already downloaded this free software. If not, you may download the Adobe Acrobat reader from the enclosed CD-ROM or from Adobe's Web site, *www.adobe.com*. Allow 15 to 30 minutes to download Acrobat, depending on your computer.

Opening Instructions for the CD-ROM

The material on the CD-ROM appears in three distinct folders, reflecting content and format type:

- ✔ Media Tool Kit, PDF
- ✔ Templates and Tools, Microsoft Word 98
- ✔ Camera-Ready Graphic Materials, PDF

PDF files are read- and print-only documents. That means they cannot be altered, only read and printed out in their original form. PDF files cannot be edited or damaged by the user. However, the fact sheets, flyers and other materials provided in Tab 5: Templates and Tools are also available as "text only" files saved as Microsoft Word 98 documents. These files may be easily tailored or localized and have been saved without custom formatting features such as different fonts.

If you work on a *Windows* computer

- ✔ Insert the CD-ROM into the appropriate drive following the instructions for your machine.

- ✔ The CD-ROM should start automatically. If it does not:
  - Double click on the icon for "My Computer" on the screen.
  - Double click on the "MTKCD" icon.
  - Double click on the icon for one of the three folders you want to open.

If you work on a *Macintosh* computer

- ✔ Insert the CD-ROM into the appropriate drive following the instructions for your machine.

- ✔ The CD-ROM should start automatically. If it does not:
  - Click on the "MTKCD" icon for the CD-ROM displayed on your screen's desk top.
  - Click on the icon for one of the three folders you want to open.

Templates Provided as Microsoft Word 98 Files

To access template files on the CD-ROM, click on the folder called Templates and Tools. Click on the title of the document you want to open and begin working on it. The text of these documents may be used directly in Microsoft Word or imported into any compatible page layout program. Once you have customized the document, print it out on your letterhead or on plain paper for easy photocopying. The Word documents may be saved to your hard drive for later use.

ZEROING IN ON DIVERSE TARGETS

Messages this important need to reach everyone in the community. To be heard above the noise, communication vehicles must be designed or adapted for specific audiences, using their preferred communications channels. This means acknowledging differences in age, race, ethnicity, gender, religious affiliation, and socioeconomic status. The more you zero in on appropriate ways to engage and motivate your target audiences, the more effective your publicity and outreach efforts will be.

To get in tune with a target audience, it helps to involve its representatives in every aspect of your work, from planning to implementation to evaluation. Substance abuse varies from population to population. Effective prevention outreach respects the unique, culturally defined needs of each target audience.

Respect the diversity within cultures as well as the diversity among them, especially when using translated materials. When materials are translated or developed, some words and phrases may take on new or unintended meanings, depending on the reader's place of origin. In Spanish, for example, there may be distinct nuances that change the meaning for readers or listeners who originate from Cuba, Mexico, or El Salvador. Regardless of the material's source, test it with a cross section of your target audience, even asking them to proofread text to ensure clarity and avoid mistakes.

Throughout the *Tool Kit*, you'll find materials that acknowledge the diversity of the audiences the Campaign seeks to reach. You'll also find suggestions on how to use the awareness generated by the Campaign to pave the way for your local efforts. (See Tab 2 for outreach strategies and Tab 5 for materials tailored to distinct audiences.)

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1 Campaign Overview

TOPICS:

Campaign Background
- ✔ Campaign Goals
- ✔ Design and Testing

Message Platforms

Campaign Program Components
- ✔ Advertising
- ✔ Interactive and New Media
- ✔ Popular Culture
- ✔ Public Information and Media Relations
- ✔ Productive Partnerships
- ✔ Corporate Participation

CAMPAIGN BACKGROUND

With overwhelming bipartisan Congressional support, in 1998 the White House Office of National Drug Control Policy launched an historic initiative to encourage kids to stay drug-free. The five-year National Youth Anti-Drug Media Campaign is one of the largest and most complex social marketing efforts ever undertaken by the government. It is based on an aggressive, integrated communications plan designed to convey accurate, truthful messages to young people—especially through the media, parents, caregivers, and other influential adults; pop culture; and the Internet—to influence their perceptions and attitudes toward illicit drugs.

Integrated Communications Plan

Strategies to reach youth, parents, and other adults who influence youth		
Advertising	Program & Outreach Initiatives	Corporate Initiatives
Strategic planning	Public information	Sponsorship
Creative development	Popular culture	Support
Media placement	Interactive media	Participation
Pro bono matching	Partnerships	

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CAMPAIGN GOALS

The goals of the Camaign are as follows:

- To educate and enable America's youth to reject illegal drugs.
- To keep youth from initiating drug use, especially marijuana and inhalants.
- To convince occasional users of marijuana, inhalants, and other drugs to stop using them.

DESIGN AND TESTING

Under the Campaign umbrella, marketing, behavioral science, and communications come together as never before. Extensive research went into designing the multifaceted, communications-based Campaign. Unprecedented government funding extends its reach. Ongoing monitoring and evaluation keep it real. Behavior change experts, drug-prevention practitioners, and representatives from professional, civic, and community organizations, along with specialists in teen marketing, advertising, and communication, advise and inform the Campaign to ensure that its strategy and messages stay on target.

In January 1998, ONDCP unveiled the Campaign's first paid anti-drug advertisements on television, radio, and billboards, and in newspapers, movie theaters, and schools in 12 test markets around the country. Evaluation results showed that the pilot Campaign had a positive impact on its target audiences, which included youth, parents, and other influential adults. Later that year, the Campaign went national, buying advertising in the nation's largest local media markets. Now, complementary strategic activities and innovative partnerships continue to be forged nationwide to maximize the power of the anti-drug advertising and to bring the messages home.

The Campaign is designed to continue through 2002 at $200 million per year, plus a matching equivalent in pro bono public service media contributions.

MESSAGE PLATFORMS

The Campaign borrows techniques used by commercial marketers such as Nike and McDonald's. But instead of convincing kids to buy sneakers or burgers, the Campaign aims to convince youth to make a commitment to reject illegal drugs. The Campaign messages share a simple theme: Drugs are harmful to youth, and parents and other influential adults must talk with kids about drugs.

Key target audiences are youth ages 9 to18 (especially middle-school children ages 11 to13, the most vulnerable age for choosing risky behaviors), parents, and other influential adults, such as teachers and coaches.

Campaign Strategic Message Platforms

Messages are the essential building blocks of the Campaign. They provide focus and context when consistently delivered in an integrated fashion through all communications vehicles, such as advertising, press releases, brochures, and speeches.

Target	Core Messages	Communication Platform
Youth. Messages are direct and powerful. They speak knowingly to adolescent concerns.	✔ Drugs can mess up your life in ways you never imagined. They can make you lose control, harming your relationships with family and friends.	✔ Negative consequences
	✔ Refusing to do drugs doesn't make you foolish or "uncool."	✔ Resistance skills
	✔ Being drug-free is cool. Most of the people you admire don't do drugs.	✔ Normative education communicates that drug use is not normal, not acceptable
	✔ Not using drugs gives you the power to shape your identity, reach goals, and earn the respect of peers and adults.	✔ Positive Consequences

Target	Core Messages	Communication Platform
Parent and adult influencers. Messages reassure parents and other caregivers that they are the most important and long-lasting influence in children's lives.	✔ Drugs are harmful. Marijuana limits a child's ability to function appropriately and even first-time use of inhalants can be deadly.	✔ Perceptions of harm
	✔ Every child is at risk for trying or using drugs.	✔ Your child at risk
	✔ Your words and actions matter when it comes to keeping kids drug-free.	✔ Personal efficacy
	✔ Simple parenting techniques—such as establishing and enforcing clear rules, praising and rewarding desirable behavior, passing on positive cultural traditions, and staying involved in kids' daily lives—help deter drug use.	✔ Parenting skills

CAMPAIGN PROGRAM COMPONENTS

To get the word out across economic and cultural boundaries, the Campaign uses a mix of modern communications techniques—from advertising and public relations to interactive media—and all possible venues—from television sitcoms to after-school activities. The Campaign also teams up with civic and nonprofit organizations, faith-based groups, and private corporations to enlist and engage people in prevention efforts at school, at work, and at play.

ADVERTISING

Advertising is one of the key elements of the Campaign because of its unique ability to deliver precise messages however, wherever, and whenever intended. For the first time, Congress has appropriated funds to buy advertising rather than rely solely on donated time and space. This approach is yielding significant dividends. By design, every media outlet that accepts the Campaign's paid advertising must match the government purchase by donating an equal value of print, broadcast, and/or online exposure in the form of free or "pro bono" public service advertising or other activities that reinforce Campaign themes. The pro bono requirement is generating innovative responses that seed complementary Campaign programs and outreach.

Most of the creative work for the Campaign advertisements is contributed free of charge, primarily through a process established by the Partnership for a Drug Free America (PDFA). National and local ads are generated by dozens of advertising agencies that, along with members of the Screen Actors Guild, the American Federation of Television and Radio Artists, and countless other professionals, donate their talent, time, and resources to the effort.

Advertising Media Plan

The Campaign media plan secures precise placement of the ads so that they suit each target audience and run in the appropriate media consistently over time. The ad distribution meets the Campaign's objective to ensure that both youth and adults receive an equal number of anti-drug messages. The Campaign focus is 50 percent emphasis on youth, 40 percent emphasis on parents, and 10 percent directed at other adults who influence youth, such as mentors, coaches, and members of the faith community.

Distribution of Advertising Messages

Audience	Target	Proportion of Messages
Youth	9-10 years old	13%
50% of Campaign focus	11-13 years old	25%
	14-18 years old	12%
Adults	Parents	40%
50% of Campaign focus	Other influential adults	10%

The Campaign is designed to reach 90 percent of the target groups with anti-drug messages at least four times per week. Research has shown that this is the amount necessary to raise awareness sufficiently to influence attitudes.

Intended Audience: Youth (African American).

Strategic Message Platform: Negative Consequences.

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Focusing Advertising

Specific communications platforms for the youth and parent/adult segments focus on messaging concepts designed to reach each target. For example, for youth targets, the Negative Consequences platform communicates the message that trying illicit drugs has certain harmful consequences, while the Resistance Skills platform teaches youngsters various ways to refrain from trying drugs if offered. The Personal Efficacy platform teaches parents how they can effectively communicate with their children about drugs.

Flighting

Message platforms reach consumers via paid media and associated activities using a strategy called "flighting." With flighting, all Campaign advertising and nonadvertising outreach programs focus on one platform at a time. If the Campaign platform is Normative Education or Norm Education, for example, and the message is "the coolest kids don't do drugs," that message appears across all media for a given number of weeks before a new message flight begins. A hiatus of one to two weeks separates the flights. For the Campaign, every flight delivers a specific message platform, and some platforms receive multiple flights. Flighting ensures strong media exposure for each platform to enable local coalitions and communities to organize their own programs around national messages.

Vehicles for paid advertising include:

- ✓ *National and local television.* Provide the foundation for the Campaign plan. Television ensures broad reach while communicating the anti-drug messages in environments that are relevant and engaging to both parents and kids. The emotional appeal of television also aids in the effectiveness of the creative messages. Local television (and radio) placements are scheduled to reach youth targets during the after school/pre-dinner periods, when kids are most likely to try illicit drugs.

- ✓ *National radio.* Reinforces anti-drug messages through the frequency of commercials in a wide variety of program formats, such as contemporary hit radio, hip-hop, and urban contemporary.

- ✓ *Newspapers.* Reach adult targets via strategically focused messaging, and provide grass roots support behind local coalitions.

- ✓ *National magazines.* Communicate the dangers of drug use in detail.

- ✓ *Outdoor billboards and bus shelters.* Reach both youth and adults in urban and suburban settings.

- ✓ *New media, such as the Internet and digital videodiscs (DVD).* Engage youth and adult targets through interactive vehicles.

- ✓ *Nontraditional media, such as movie theaters and basketball backboards.* Deliver messages through outlets where youth audiences gather.

Multicultural Advertising

The Campaign also represents the largest expenditure ever by the U.S. government to target ethnic subgroups. There are specific media plans for key ethnic groups, including African Americans, Hispanics, Asians, Native Americans, and Alaskan Natives, as well as plans to reach the U.S. territories of Guam, the Virgin Islands, and Puerto Rico. The plans are strategically focused with culturally relevant messages translated into 11 languages other than English—Spanish, Mandarin, Cantonese, Korean, Tagalog, Vietnamese, Cambodian, Lakota, Navajo, Cherokee, and Aleutian. Culturally relevant messages also run in selected mainstream media that reach high concentrations of ethnic audiences.

Intended Audience: Parents (Asian). Strategic Message Platform: Your Child at Risk.
Translation: Headline—For Too Many Parents, Drugs Can Cause Blindness.
Body Copy— Many children have tried drugs. There are several things you can do to help keep your children's lives drug-free. First of all, talk with them about the dangers of drugs. Also, know who their friends are and make sure your children have something to do after school, like homework or sports. Let them see that you care about keeping drugs out of their future.

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Media Exposure for Your Mission: The Pro Bono Match

Early research shows a marked increase in awareness about drug prevention since the Campaign's launch. Even organizations and communities that are not located in one of the more than 100 markets where local advertising media is being purchased benefit from the national media buys. That is because the *reach* (the total percentage of people who see/hear the messages) and *frequency* (average number of times the audience sees/hears the messages) of the national paid media ads help create a climate in which local efforts can thrive. You are encouraged to leverage this awareness to attract more attention to the role of your organization in drug prevention efforts.

Organizations and coalitions in the top 102 markets where Campaign advertising is being purchased are invited to take advantage of the Campaign's pro bono matching strategy. Media outlets accepting advertisements must match the Campaign's purchases with an equal value of time and space for public service announcements (PSAs). Other pro bono matches involve innovative contributions such as magazine inserts, radio interviews, program content that promotes healthy lifestyles for youth and families, and community events.

PSA opportunities are made available for free to nonprofits, private foundations, government agencies, and entities with 501(c)(3) status. With the guidance of the Advertising Council and the American Advertising Federation (AAF), media-match task forces at the national and local levels review submissions and select those PSAs consistent with the Campaign communications strategy. The pro bono match opportunities can provide exposure for many drug- and health-related causes, including prevention of underage alcohol use, anti-crime initiatives, and complementary topics such as parenting skills, mentoring, and structured activities for young people. For more information, visit the AAF Web site *www.aaf.org/ondcp.htm/* or call (800) 999-2231.
(See also Tab 6.)

INTERACTIVE AND NEW MEDIA

In response to the growing number of kids and parents who surf the Web and use online services, ONDCP and its partners are developing Internet chat rooms, bulletin boards, and World Wide Web sites to provide information on drug use and prevention. Working with industry giants such as America Online (AOL), ONDCP has created dynamic interactive drug education sites for youth and parents. In addition, precisely placed banner ads extend the Campaign's reach across the Internet by linking Yahoo!, Discovery, Hotmail, AOL, and others to a variety of factual and engaging drug education sites via a simple mouse click.

Sources of Campaign education and prevention information on the Web include the following:

- ✔ *www.mediacampaign.org*
  Bookmark this site as *the* portal to the Campaign. It provides resources and links for partners, community groups, and others who are interested in participating in the initiative.

- ✔ *www.theantidrug.com*
  Aimed at parents and other adults, this Campaign site offers parents tips on how to talk to kids about drugs. It aims to empower adults to counter the influences of drug culture in their children's lives.

- ✔ *www.freevibe.com*
  An engaging site that encourages empowered decision making among young people. Here, they can discuss drug myths, peer pressure, pop culture, and more.

- ✔ *www.whitehousedrugpolicy.gov*
  The White House Office of National Drug Control Policy site offers comprehensive information and links on national policy, drug facts and figures, prevention, education, treatment, science, and medicine.

- ✔ *www.straightscoop.org*
  Offered here are resources and story ideas for student journalists to use in school-based media.

- ✔ *www.teachersguide.org*
  Educators can click on this site for drug prevention resources for use in the classroom.

- ✔ *America Online (Keyword: Drug Help)*
  AOL's Parent's Drug Resource Center is an online community for parents interested in raising drug-free children.

- ✔ *America Online (Keyword: Your Life)*
  A special area on AOL's Kids Only Channel, "It's Your Life," provides children ages 7 to12 with easy-to-understand prevention information.

POPULAR CULTURE

Pop culture often perpetuates myths about drugs and drug use. As a major influence in the lives of young people, the entertainment community is in a unique and powerful position to communicate to America's youth that most kids are not using drugs and that drug use is not normal. ONDCP, working with PDFA, is engaging the entertainment industry as part of the solution.

ONDCP is encouraging the entertainment industry to portray drug use accurately and treat the issue of drugs in a responsible, realistic way. Writers, producers, and production companies are being recruited to increase the number of television programs that make substance abuse prevention or treatment a primary story line. For example, as part of one television network's pro bono match, an entire month of popular, teen-focused morning shows was dedicated to substance abuse themes. Each episode was supplemented by PSAs featuring stars from the network's lineup, and a companion study guide was sent to thousands of middle schools nationwide. A cast member also went online to chat with fans about drug prevention.

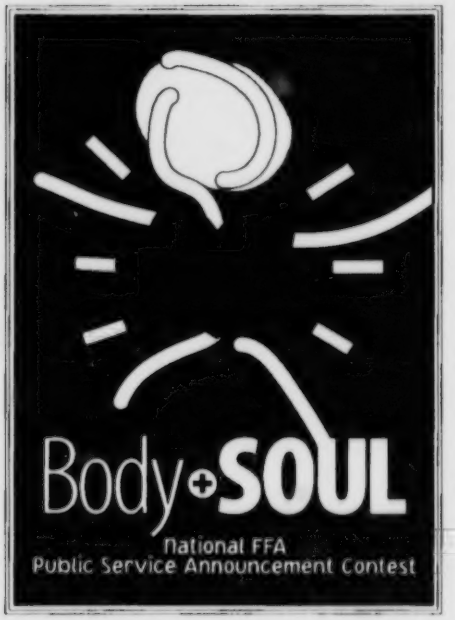
As a sponsor of the 1999 XGames in San Francisco, ONDCP partnered with local anti-drug and youth groups to promote positive, drug-free lifestyles to more than 250,000 young people and adults.

PUBLIC INFORMATION AND MEDIA RELATIONS

Public information efforts convey Campaign goals, promote achievements, identify resources, and raise visibility with key audiences. By cultivating contacts with a variety of traditional and nontraditional media, journalists, as well as parents and caregivers, are connected with vital information. News releases, special events, town meetings, editorials, and letters to the editor bring Campaign messages to life. These and other activities put faces and names on the Campaign, capture media attention, and educate and empower audiences to act.

For example, ONDCP, partnering with *The New York Times* Newspapers in Education Program and the Columbia Scholastic Association, launched the Straight Scoop News Bureau (SSNB) to generate youth-to-youth communication about Campaign themes. Middle- and high-school journalists and journalism advisors receive monthly SSNB bulletins filled with anti-drug information and ideas for related stories, as well as tips and advice from professional journalists. Also supporting the program are the National Middle Schools Association, Students Against Destructive Decisions, and the Newspaper Association of America.

PRODUCTIVE PARTNERSHIPS



National FFA Organization PSA Contest Booklet

ONDCP collaborates with a wide variety of civic and nonprofit organizations, faith-based groups, and private corporations across the nation to stimulate community action at the grass roots level and help build long-term prevention activities.

For example, working with ONDCP, the YMCA of the USA is incorporating a strong substance abuse prevention focus in a range of activities, including a new nationwide after-school leadership development program for middle-school students. Through the National FFA Organization (formerly Future Farmers of America)—with 450,000 members, one of the country's largest leadership organizations—ONDCP is creating a youth PSA contest to infuse campaign messages deep into the roots of the country. Yet another initiative, the Leadership Call to Action, enlists the support of African American leaders, further empowering them to use Campaign messages to spur community action.

CORPORATE PARTICIPATION

As a primary employer of large numbers of parents and teenagers, corporate America has good reason to become involved in the Campaign. ONDCP is working with business, industry, and trade association executives, and other private sector leaders, to foster parenting skills through workplace outreach and to sponsor nationwide substance abuse prevention events.

Ideas to Engage Communities

TOPICS:

Getting the Message Out to Target Audiences

- ✔ Parents
- ✔ Youth
- ✔ The Educational System
- ✔ Spiritual, Faith-Based Groups
- ✔ Media
- ✔ Businesses
- ✔ Concerned Citizens
- ✔ Multicultural Communities

GETTING THE MESSAGE OUT TO TARGET AUDIENCES

Community today is defined as much by shared interests, faith, age, or ethnicity as by geography. Many of these communities share a keen interest in substance abuse prevention. Identify them and invite them to join the Campaign. Be alert for opportunities to open new communication channels and create working relationships with agencies, nonprofit groups, and businesses that can support your efforts. Don't be afraid to tap the energy and commitment of all those who share an interest in protecting children and making neighborhoods safe and drug-free.

TARGETING PARENTS

*Strategic considerations.** Parenting today poses different challenges than it did for previous generations. Major forces shaping our society include the changing roles of men and women, the greater mobility of families, and the expanding influence of mass media. Parents may not head troubled families or live in high-risk communities, but their children are still vulnerable to problems associated with alcohol, tobacco, and other drug use. Researchers and other experts confirm that all families need assistance in the area of prevention. Be sure to reach out to parents and other caregivers where they work, shop, meet, and live.

**Source:*

"Communicating About Alcohol and Other Drugs: Strategies for Reaching Populations at Risk," Prevention Monograph 5 (1992), published by the Center for Substance Abuse Prevention, Substance Abuse and Mental Health Services Administration, U.S. Department of Health and Human Services.

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- ✔ *Take advantage of big transitions.* When a child advances to the next grade, moves from elementary to middle school, or joins a school club or team, parents may be particularly open to discussing the needs that accompany such changes. Include presentations on alcohol, tobacco, and other drugs at school, club, and team-orientation meetings to which parents are invited.

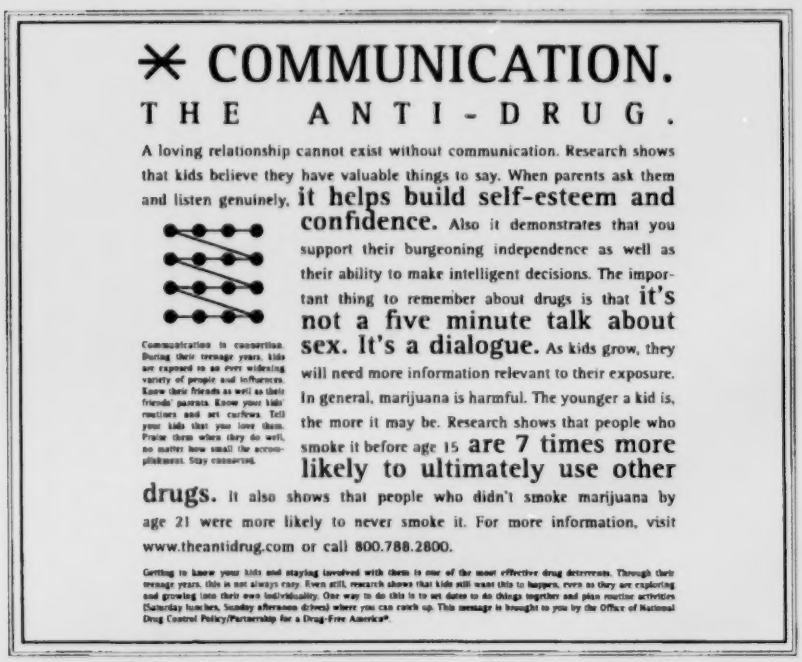
- ✔ *Consider minor transitions as opportunities to communicate with parents.* To reach families going on vacation, for example, include prevention materials in information packets from tourist bureaus, automobile clubs, or state parks.

- ✔ *Arrange parenting seminars that are tied to school, employment, or religious programs.* Increase parents' awareness of potential risks. Distribute fact sheets where parents gather to work, play, or pray. Parents need to know as much or more about drugs as their children do and be able to recognize the signs and symptoms of alcohol, tobacco, and other drug use.

- ✔ *Create resource centers in libraries, recreation centers, and other public facilities.* Set up a special area for print and audiovisual materials on alcohol, tobacco, and other drug issues. Increase parents' understanding of parenting skills. Emphasize their role as primary prevention agents for their children.

- ✔ *Promote local hotlines.* Offer local resources parents can rely on for help.

- ✔ *Direct parents to Campaign Web sites,* including *www.theantidrug.com* and AOL's Parent's Drug Resource Center (AOL Keyword: Drug Help).


COMMUNICATION.
THE ANTI-DRUG.
A loving relationship cannot exist without communication. Research shows that kids believe they have valuable things to say. When parents ask them and listen genuinely, it helps build self-esteem and confidence. Also it demonstrates that you support their burgeoning independence as well as their ability to make intelligent decisions. The important thing to remember about drugs is that it's not a five minute talk about sex. It's a dialogue. As kids grow, they will need more information relevant to their exposure. In general, marijuana is harmful. The younger a kid is, the more it may be. Research shows that people who smoke it before age 15 are 7 times more likely to ultimately use other drugs. It also shows that people who didn't smoke marijuana by age 21 were more likely to never smoke it. For more information, visit www.theantidrug.com or call 800.788.2800.
Communication is connection. During their teenage years, kids are exposed to an ever widening variety of people and influences. Know their friends as well as their friends' parents. Know your kids' routines and set curfews. Tell your kids that you love them. Praise them when they do well, no matter how small the accomplishment. Stay connected.
Getting to know your kids and staying involved with them is one of the most effective drug deterrents. Through their teenage years, this is not always easy. Even still, research shows that kids still want this to happen, even as they are exploring and growing into their own individuality. One way to do this is to set dates to do things together and plan routine activities (Saturday lunches, Sunday afternoon drives) where you can catch up. This message is brought to you by the Office of National Drug Control Policy/Partnership for a Drug-Free America®.

Intended Audience: Adults. Strategic Message Platform: Personal Efficacy.

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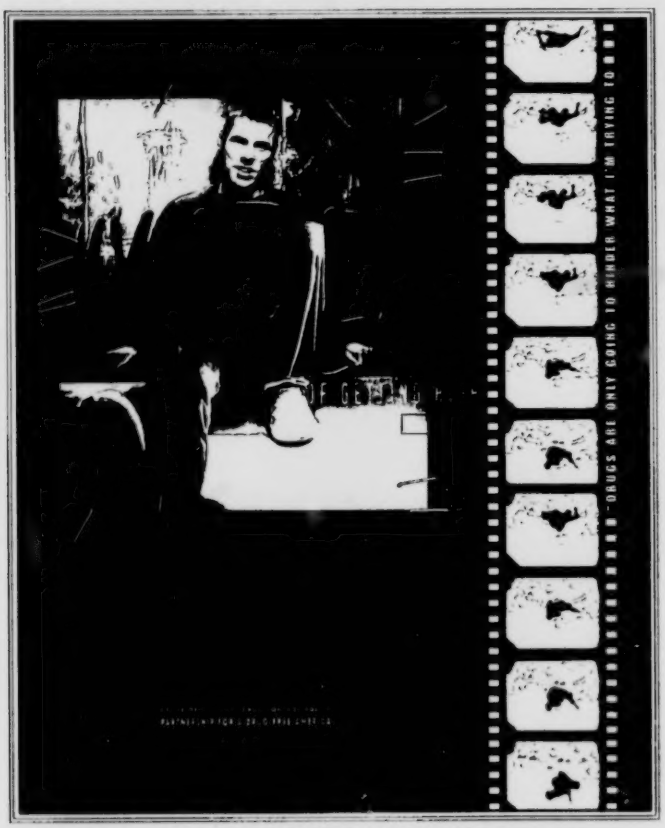
TARGETING YOUTH

Strategic considerations. The reality of youth drug use defies all stereotypes and crosses all gender, racial, ethnic, income, and geographic boundaries. Research indicates that drug use rates are greatly influenced by young people's attitudes and beliefs about drugs. Steering youth toward positive activities helps them develop confidence, life skills, and self-discipline and avoid substance abuse.
A note about gender differences: Recent studies have found that girls and boys respond differently to prevention messages and programs. Involve both boys and girls in activity design and decisions to stack the odds in favor of their success.



Intended Audience: Youth. Strategic Message Platform: Positive Consequences

- ✔ *Encourage young people's participation in volunteer activities.* Positive and fun activities include tutoring, mentoring, coaching, reading books for the visually impaired, and babysitting.

- ✔ *Consider intergenerational projects.* Partner with the local American Association of Retired Persons (AARP) Connections for Independent Living program to encourage youth to help older persons.

- ✔ *Partner with the local library.* Arrange for teens to read to preschool and primary-school children.

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TARGETING YOUTH, cont'd.

- ✔ *Organize drug-free milestone parties.* Homecoming, after-prom, and graduation are excellent occasions for drug-free celebrations.

- ✔ *Establish a youth-to-youth speakers' bureau* to address issues related to substance abuse, such as peer pressure and media literacy.

- ✔ *Create incentives such as coupons or novelty items to convey prevention messages* (for example, stickers, T-shirts, buttons, and posters) and reward drug-free commitments. Use slogans such as "Sports: the Anti-Drug," "Get Vertical Not High," and "Do Adrenaline Not Drugs."

- ✔ *Support after-school activities* such as sports, music, clubs, and part-time jobs.

- ✔ *Take prevention messages to public events and places where kids gather.* Include sporting events, rock concerts, video-game arcades, recreation centers, and shopping malls.

- ✔ *Organize a creative Red Ribbon Week* in October to promote an entire school's commitment to a drug-free lifestyle. (For ideas, visit *www.redribbonworks.org.*)

- ✔ *Collaborate with youth-oriented organizations* such as sports leagues, scouting troops, youth orchestras, and community theaters to devise ways to spread Campaign messages.

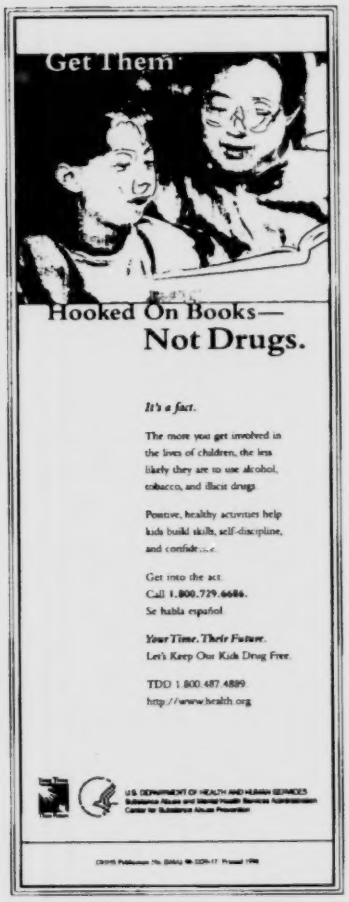
- ✔ *Promote Campaign Web sites* for young people where they can learn the truth about drugs, alcohol, and tobacco. For example, *www.freevibe.com* encourages drug-free lifestyles; AOL Keyword: Your Life offers an interactive area on AOL's Kids Only Channel for youth ages 7 to 12.

TARGETING THE EDUCATIONAL SYSTEM

Strategic considerations. Young people spend most of their waking hours in school. What better place to surround them with messages to help them make healthy choices—including rejecting drugs? Although the Campaign gives educators tools to incorporate anti-drug messages into lesson plans and curricula, there are many other ways to foster a drug-free learning environment. Everyone in the school environment from principals to janitors should be involved in prevention efforts.

- ✔ *Conduct Campaign awareness meetings for faculty and staff.*

- ✔ *Promote the Campaign Web site for teachers:* www.teachersguide.org.


Get Them
Hooked On Books—
Not Drugs.
It's a fact.
The more you get involved in the lives of children, the less likely they are to use alcohol, tobacco, and illicit drugs.
Positive, healthy activities help kids build skills, self-discipline, and confidence.
Get into the act.
Call 1.800.729.6686.
Se habla español.
Your Time. Their Future.
Let's Keep Our Kids Drug Free.
TDD 1.800.487.4889
http://www.health.org

Intended Audience: Adults. Strategic Message Platform: Personal Efficacy.

- ✔ *Team up with retired teachers.*
- ✔ *Encourage student-to-student mentoring.* Research shows young people are likely to believe what their peers tell them.
- ✔ *Start a youth anti-drug coalition* at a middle school.
- ✔ *Establish a youth prevention advisory panel* to help create and implement school policies on drug use.
- ✔ *Organize a contest for anti-drug public service announcements (PSAs)* including rap songs, slogans, videos, posters, or T-shirts. Give awards at the school or district level. Team up with a local media outlet—a newspaper, local-access cable channel, or radio or TV station—to publicize the contest and the winner(s). Incorporate top entries into classroom discussions; publish them in the school newspaper; post them on bulletin boards; and exhibit them in video arcades, malls, and other places where kids hang out.
- ✔ *Place Campaign messages in school-based media.* Pull story ideas and feature articles from the Campaign-sponsored resource for student journalists, the Straight Scoop News Bureau (SSNB), located at *www.straightscoop.org/*. Air radio-scripted PSAs over the school's intercom system (See Tab 5.) Place print PSAs in the school newspaper. Post prevention flyers, posters, the Web address *www. freevibe.com*, and hotline telephone numbers on bulletin boards.
- ✔ *Tap panhellenic councils and draw mentors from sororities and fraternities at local colleges and universities.*
- ✔ *Conduct a basketball "slam dunk"* event incorporating the theme of "slam dunking drugs" during halftime at local high-school basketball games. Invite professional or local semi-pro basketball players to participate in or judge the contest along with basketball "stars" from schools and colleges.

TARGETING SPIRITUAL, FAITH-BASED GROUPS

Strategic considerations. The faith community helps shape social values and build skills critical to resisting illegal drugs. Clergy and lay leaders are in a unique position to help parents and youth in their congregations and neighborhoods. Translate into the faith setting various ideas to engage youth, parents, schools, and citizens.

- ✔ *Canvass area faith-based institutions* to learn about existing prevention and treatment programs. Act as a liaison to nurture partnerships among existing networks and coalitions. Work with local churches, synagogues, temples, and mosques to set up outreach initiatives to communicate Campaign prevention messages.

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TARGETING FAITH-BASED GROUPS, cont'd.

- ✔ *Provide fact sheets and other prevention materials. Offer talking points on prevention themes* that can be incorporated into sermons, discussion groups, retreats, and other faith-based programs and events.

- ✔ *Insert anti-drug messages in fact sheets, feature articles, and op-ed pieces in faith-based media*, such as bulletins, newsletters, and signs. (See Tab 5.)

TARGETING THE MEDIA

Strategic considerations. The media can be your most powerful ally, spreading your message while also lending it credibility. Securing media coverage, however, takes persistence. Look beyond daily newspapers and major TV channels to include free newspapers, ethnic media outlets, local-access cable channels, magazines, and public TV and radio. Develop relationships with journalists at outlets that are popular with target audiences. Don't be discouraged if there appears to be little immediate interest in a given story. Each contact is valuable and improves your odds for coverage the next time. Also, consider partnering with a local newspaper, radio, or television station as you would with any other business. (See Tab 3.)

- ✔ *Pitch a news story highlighting the local drug scene.* Present facts as well as compelling personal stories. Suggest a feature article on record shops that sell drug paraphernalia, a news segment on a playground that's become a drug market, or a story about the activities of an anti-drug club.

- ✔ *Maintain a file of news clippings to track stories and trends.* Respond quickly to a breaking news story or hot local issue related to drugs, parenting, or other Campaign messages.

- ✔ *Identify allies/advocates in newspaper and broadcast newsrooms.* Pitch stories to reporters who cover health care, family, and related issues.

- ✔ *Approach the director of a public service department or the executive of a media outlet* who may be sympathetic. Invite him or her to a public presentation you are giving and provide your press kit.

- ✔ *Invite reporters to visit places where the community is fighting back against drugs,* especially when these efforts are initiated or managed by youth.

- ✔ *Encourage responsible media coverage of drug use by supplying the facts.* Distribute fact sheets and published research at media briefings, press conferences, and special events.

- ✔ *Recognize responsible media coverage.* Establish and promote an awards program, on your own, with a corporate or philanthropic partner, or professional media organization.

- ✔ *Help create a kid's newspaper page that features stories and artwork on anti-drug themes.* Match a school with a local daily or community newspaper, or radio, TV, or cable outlet.

- ✔ *Recruit a youth-oriented radio station as a partner.* Create materials that incorporate the station's logo, your logo, and messages from the Campaign to be given out at station-sponsored events.

- ✔ *Tag Campaign ads with your organization's name and telephone number.*

- ✔ *Establish links between prevention and local media Web sites.*

TARGETING LOCAL BUSINESSES

Strategic considerations. Enlist local retailers, printers, grocery stores, pharmacies, hair salons, and others in the Campaign. Local businesses can provide visibility as well as financial and in-kind support. In a brief letter, invite them to become active, visible allies. Convey the importance of their involvement and concrete ways they can help. Suggest incentives such as adding their logo to Campaign materials and mentioning their support in press releases or at special events.

- ✔ *Secure display space for Campaign materials,* such as near the cash register or on bulletin boards.

- ✔ *Tap in-house communications resources,* such as employee newsletters, bulletin boards, break rooms, cafeterias, and a company's intranet.

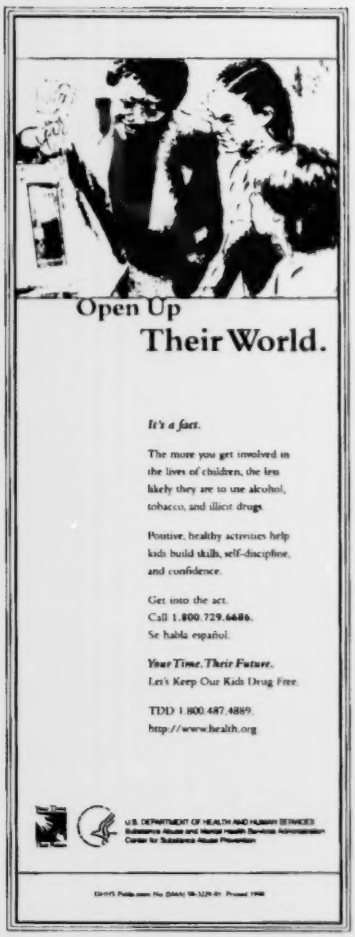
- ✔ *Insert prevention messages in company correspondence* such as employee payroll envelopes, invoices, and statements.

- ✔ *Teach prevention skills for parents at a brown-bag lunch.*

- ✔ *Organize after-school or summer internships* for high-school students.

- ✔ *Create a citywide incentive program for youth who pledge to remain drug-free,* for example, reduced admission to movie theaters and sporting events.

TARGETING CONCERNED CITIZENS


Open Up
Their World.
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Your Time. Their Future.
Let's Keep Our Kids Drug Free.
TDD 1.800.487.4889.
http://www.health.org

Intended Audience: Adults. Strategic Message Platform: Personal Efficacy.

Strategic considerations. Today, young people face pressures and risks virtually unknown to their parents: HIV and AIDS; gang violence; and easy access to illicit drugs, alcohol, and tobacco. More and more, they are facing these pressures alone. Kids need trusted adults, beyond parents and teachers, to help them cope and make good choices. The involvement of caring neighbors, coaches, and other adults can give young people a sense of belonging, security, and accountability to the larger community.

- ✔ *Generate a mailing list from the calls you receive for future use.* Concerned individuals make great volunteers.
- ✔ *Recruit well-known community members to speak on behalf of the Campaign.*
- ✔ *Distribute materials to community arts and athletic programs.* Combine them with ONDCP materials created to support the Athletic Initiative Against Drugs, *www.whitehousedrugpolicy.gov/prevent/ondcpsports,* such as The Coach's Playbook Against Drugs. Print team shirts with the slogan, "Sports: the Anti-Drug," and add your logo, team colors, and names of local business sponsors.
- ✔ *Tap senior citizens to serve as mentor volunteers.*
- ✔ *Organize a school-block safety patrol.* Recruit neighbors to walk around the block at school closing time to see that latchkey children get home safely.
- ✔ *Set up a TLC—telephone latchkey companion—program to support young people after school.* Have a volunteer check in with a latchkey child after school to chat, help with homework, or just listen.
- ✔ *Insert a positive anti-drug message in community-based media.* Offer fact sheets and print PSAs to local free newspapers, sometimes called shoppers or trackers. Also use coupon books and other direct mailings.
- ✔ *Sponsor substance abuse prevention training classes* for parents, grandparents, and other caregivers.
- ✔ *Develop a Web site for your organization* that provides simple parenting tips for raising drug-free children and links to other prevention sites.
- ✔ *Organize a street art contest and fashion show* at which adults and teens design anti-drug slogans/logos and graphics on plain white T-shirts, then model them. Work with a local clothing retailer to procure the shirts, provide the venue, and supply the prizes.

ENGAGING MULTICULTURAL COMMUNITIES

Every community should be involved in making the anti-drug Campaign its own and developing culturally appropriate materials. African American Family Services defines cultural specificity as "the creation of an environment in which the identity and experience of a people in a specific group or culture is recognized, explored and accepted." What follows are strategic, culturally specific suggestions to help make the Campaign meaningful to diverse communities.

Culturally sensitive and relevant prevention programs and materials specifically targeting multicultural communities are available through the public and private sectors. (See Tab 8.) Many of the multicultural outreach tips shared here are based on National Alcohol and Drug Addiction Recovery Month 1998 Targeted Outreach Materials from the Center for Substance Abuse Treatment, Substance Abuse and Mental Health Services Administration, U.S. Department of Health and Human Services.

African Americans

Strategic considerations. African Americans represent 13 percent of the population. Effective communication should take into account images and cultural values as well as historical roots that influence attitudes and choices. Respect and cultural familiarity are the keys to establishing comfort and trust. African Americans are especially sensitive to characterizations of substance abuse as a primarily "black problem."

In fact, substance abuse knows no racial, ethnic, or gender boundaries. Overall rates of drug use are roughly equal among Hispanic and white (non-Hispanic) adolescents, and are slightly lower among African American adolescents. Religion has traditionally played an important role in the family and community. Research suggests that inner-city black teens mistrust messages from "mainstream" sources. When reaching out to inner-city youth, tap their interests in sports, music, and fashion, and use culturally specific language to deliver prevention messages.

- ✔ *Work with local religious institutions.* Organize a Faith Factor event, an all-night or day-long event featuring education and entertainment that allows for peer communication in a safe, trusted environment. Include in the education effort individuals who are in recovery, are sensitive to substance abuse problems, or have had specialized training in drug prevention.

- ✔ *Start a letter-writing campaign* aimed at local media to urge local radio, TV, and cable stations to provide community-based forums and include prevention topics in their news, public affairs, and other programming.

African Americans, cont'd.

- *Partner with local African American sorority and fraternity organizations.* Encourage their members to serve as mentors to local teens. Tap into existing programs such as those conducted by Delta Sigma Theta Sorority that are aimed at young, at-risk African American girls.

- *Mount a talent show or contest* that might include break dancing to highlight the benefits of "breaking the habit" or "breaking the cycle" of drug use in the local community.

- *Organize a rap/poetry showcase* in which participants are given anti-drug slogans or words and asked to come up with an on-the-spot rap or poem incorporating anti-drug messages. Work with local businesses to sponsor the event and offer prizes. Invite a local TV or radio station to cover the event live.

- *Provide Campaign-related information to local small businesses,* such as restaurants, hair salons, and clothing shops. Adapt the fact sheets and talking points in Tab 5 to suit the needs of the locality and target age group.

- *Develop incentives using signature T-shirts or other items by popular African American designers* such as FUBU, Phat Farm, Mecca, and Sean John to carry anti-drug messages at events or as incentives for prevention-themed programs.

- *Team up with established municipal prevention efforts* involving police, fire, parks and recreation departments, and other municipal employees.

- *Partner with local librarians to engage book clubs.* Suggest adding parenting books by African American authors to their reading/discussion lists.

Hispanics/Latinos

Strategic considerations. Hispanics/Latinos are the fastest growing population in the country (seven times faster than the general population) and also the youngest (one-third are under the age of 18). They are increasingly bilingual and gaining political, economic, and social influence.

Drug-prevention efforts must be relevant as well as sensitive to the needs of this rapidly growing, changing, and diverse population. While younger Hispanics/Latinos may prefer to speak Spanish at home and remain tied to their cultural roots, they switch easily between English and Spanish and enjoy familiarity with both cultures and social norms. The family plays a key defining role; respect and take into account how generational differences may affect language, attitudes, and behavior. It is important that materials and outreach activities address the diversity in the Hispanic/Latino culture.

COMUNICACION.

LA ANTI-DROGA.

Saber lo que sus hijos piensan y sienten, y mostrar interés por sus cosas, **es el freno más efectivo contra las drogas.** Durante la adolescencia esto no siempre es fácil. Sin embargo, aunque no lo demuestren, **los muchachos desean el diálogo con usted.** Una manera de lograr esto es establecer momentos para **hacer cosas juntos** y planear actividades rutinarias, como paseos, idas al cine, al juego de fútbol, etc. En esos momentos, usted puede iniciar la plática. Comunicándose con sus hijos, **usted puede hacer mucho para** alejarlos de las drogas. 800-788-2800 Línea de ayuda.

La comunicación es conexión. Durante los años de adolescencia, sus hijos están expuestos a muchas influencias. En cuanto ellos necesitan una rutina, usted necesitan una rutina, usted debe determinada para regresar a casa, se elogie cuando hacen algo bueno. En fin, necesitan sentir que usted los quiere. Manténgase conectado.

Este mensaje es traído a usted por: Oficina de la Política Nacional sobre el Control de las Drogas/Asociación Pro-América Libre de Drogas

Intended Audience: Adults. Strategic Message Platform: Personal Efficacy.
Translation: Headline—Communication. The Anti-Drug.
Body Copy—Getting to know what your kids think and feel, and taking an interest in their things, is the best anti-drug testament. During adolescence, it's not always easy. Nevertheless, even though they don't show it, kids want to have a dialogue with you. One way to do this is to set moments to do things together and plan routine activities, like walks, going to the movies or a picnic, watching soccer games, etc. During those moments, you can start the conversation. By communicating, you can do a lot to keep your kids away from drugs. 800-788-2800. Helpline.

This message is brought to you by the Office of National Drug Control Policy/Partnership for a Drug-Free America.

Column copy—Communication is connection. In their teenage years, your kids are exposed to many influences. That's the time when they need a routine, a curfew, your praise when they do something good. In other words, they need to feel you love them. Stay connected.

- ✔ *Partner with local Spanish-language radio stations* to sponsor, publicize, and coordinate local events. Also work with English-language radio stations with sizeable Hispanic/Latino listenership.

- ✔ *Reach out to local faith communities and religious leaders* to plan family-oriented events or workshops; place articles in newsletters or printed service programs.

- ✔ *Enlist local Hispanic/Latino musicians or other celebrities in the creation of a local PSA campaign.*

- ✔ *Participate in festivals and family-focused events.* Cinco de Mayo, Calle Ocho, Hispanic Heritage Month, Tejano festivals (in the South), and other outdoor events and festivals are perfect opportunities to raise awareness of drug-prevention efforts and messages among Hispanic/Latino audiences. Register for exhibit space at local events that provide high traffic and guarantee media exposure. Select events carefully and plan publicity around your participation well in advance so you can avoid getting lost in the crowd. Consider working with a radio or TV media partner and arrange a live-remote broadcast from your booth during the event.

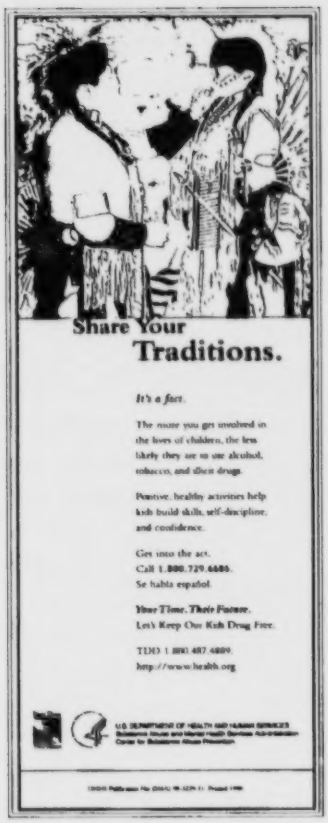
- ✔ *Create bilingual materials.* Remember, however, that many people may not speak Spanish, particularly if they are second or third generation. Collaborate with mainstream prevention-related and civic organizations to encourage the development of Spanish-language materials and adaptation of English-language materials that target youth and parents.

- ✔ *Get professional and amateur sports leagues involved.* Soccer, baseball, and basketball games can be great venues to provide sponsorship dollars or in-kind services. Place your organization's logo and prevention messages in event programs, on scoreboards, and on other signs.

BEST COPY AVAILABLE

Native Americans

Strategic considerations. The Native American population was less than one quarter of a million at the turn of the century. Today, Native Americans once again number more than 2 million and constitute about 1 percent of the U.S. population. This group represents one of America's youngest populations, with a median age of 26. While this population has enormous strength and resiliency, it is also one that faces daunting problems, including poverty, a significant school dropout rate, inadequate job training, and health problems, many stemming from alcohol and drug abuse.



Intended Audience: Parents and Other (Native American) Adult Caregivers. Strategic Message Platform: Personal Efficacy.

The family unit is central to Native American culture. Respect the authority and influence of tribal elders by collaborating with them before initiating any activity with the tribe.

- ✓ *Empower the Native American community.* Help develop community programs and organizations for young people that promote healthy, fun, and engaging activities to compete with the availability of alcohol and drugs.
- ✓ *Enlist local health* and *justice system officials, teachers, and other service providers* who may be sensitive to Native American culture.
- ✓ *Acknowledge and respect prevention/healing practices of traditional cultures.*
- ✓ *Promote and recognize sober leadership, and reinforce involvement with the community and the family.*
- ✓ *Participate in tribal holidays, powwows, and other outdoor events and festivals.* American Indian and Alaskan Native Heritage Month falls in November.
- ✓ *Hold a speech contest to promote positive success stories and role models.* Share the winning entries at community gatherings and through tribal print and broadcast media outlets.

Asian/Pacific Islanders

Strategic considerations. Asian/Pacific Islanders have one of the fastest growth rates of all racial and ethnic groups in the United States and are expected to number 41 million by the year 2050. The population comprises more than 60 separate ethnic and racial groups and subgroups, with diverse histories and experiences, languages and dialects, religions, cultures, socioeconomic status, and places of birth. Such diversity makes the challenge of developing culturally appropriate substance-abuse prevention strategies quite complex.

Although there has been little research on alcohol and drug use among Asian/Pacific Islander Americans, available studies indicate that drug use among this population is generally less frequent than that of non-Asian populations. Successful prevention outreach for Asian/Pacific Islander Americans should address a variety of issues, including language, socioeconomic, and cultural barriers to communication; status and length of time in the United States; and level of acculturation and assimilation into mainstream American culture.

- ✓ *Acknowledge the diversity*—including conflicts, shared values, and attitudes—of the many cultures included within the Asian/Pacific Islander American population.

- ✓ *Involve community members whose voices command respect of both parents and youth*—elders, teachers, doctors, merchants and business leaders, government and community leaders, media representatives, and youth role models—in drug-prevention awareness efforts.

- ✓ *Promote anti-drug education as an essential part of parenting.* Asian/Pacific Islander parents are less likely to have been exposed to drugs or anti-drug messages and perceive that substance abuse education is appropriate only for children with drug problems. Provide recent-immigrant parents with basic information about drugs and drug use so that they can communicate knowledgeably about substance abuse.

- ✓ *Acknowledge, respect, and celebrate prevention/healing practices of traditional cultures.* Prevention discussions should incorporate culturally based support systems in families and communities, as well as Eastern and Western wellness models.

- ✓ *Participate in holidays, festivals, and other outdoor events,* especially during Asian Pacific Heritage Month in May.

- ✓ *Seek out coverage in media using targeted languages* such as Chinese, Japanese, Korean, Vietnamese, Samoan, Tagalog, Tongan, and others.

- ✓ *Respect the individual's desire for confidentiality* by making prevention-related materials for parents and youth available in ways and in places that are anonymous.

- ✓ *Develop partnerships between Asian American media outlets and young journalists* to produce special reports based on local aspects of each of the Campaign message platforms (e.g., negative consequences and norm education).

- ✓ *Sponsor an essay-writing contest* on anti-drug themes for youth and invite Asian media representatives and community leaders to judge the contest. Publish winning entries.

Media Relations

TOPICS:
Effective Media Relations
Working with Journalists
- ✔ Developing a Media List
- ✔ Selling your Story by Phone
- ✔ Responding to General Inquiries from the Media
- ✔ Interview Tips

Making Your Story Newsworthy
Media Relations Building Blocks
- ✔ The Media Kit
  - Pitch Letter
  - Media Advisory
  - News Release
  - Fact Sheet
- ✔ The Op-Ed
- ✔ Letters to the Editor
- ✔ Calendar Items

EFFECTIVE MEDIA RELATIONS

Take advantage of every opportunity to seek out supporters for the mission at hand and explain the importance of their becoming involved. Use media relations, a key component of a larger public relations plan, to secure print and broadcast media coverage—news stories, feature articles, editorials, and the like. You don't need special expertise to get publicity; however, cultivating the media is an ongoing process. Do not be disappointed if the story you pitched does not come out as you expected. Keep in mind that journalists report the news as they see it, not necessarily as you tell it.

Effective media relations starts by regularly monitoring local media—newspapers, TV, and radio—to get a feel for coverage of drug-related issues and who reports on them. Be sure to monitor ethnically targeted media outlets. Clip or jot down stories related to Campaign messages. You should respond to every local drug-related article or news story you read—praising, critiquing, or requesting additional information. The reply can take many forms, including an Op-Ed or a letter to the editor. Establish a calendar of prevention-related events as a framework for developing local story ideas and/or linking up with national happenings. (See Tab 8 for a national calendar.)

WORKING WITH JOURNALISTS

- ✔ *Treat reporters as individuals.* Learn their beats and interests. Journalists are always pressed for time. To cultivate sympathetic coverage, be courteous, concise, timely, relevant, and objective.

WORKING WITH JOURNALISTS, cont'd.

- ✓ *Be prepared and credible.* Have backgrounders, fact sheets, and lists of experts ready to discuss the issue and fax the information to media outlets before contacting journalists.

- ✓ *Respect deadlines.* All media outlets operate on deadlines. When you call the assignment editor to learn who covers what, find out what the deadlines are and respect them. Information sent too early may be forgotten. A hot, last-minute story can be pitched on the phone. In general, mail news releases to arrive three to five days before an event, to allow assignment editors to put someone on your story. If you are phoning in a story, do so at least one day ahead.

- ✓ *Be polite.* If the journalist is just not interested, accept it. The reporter may suggest someone else for the story. Don't burn any bridges.

DEVELOPING A MEDIA LIST

Media Contact List, Typical Entries
Reporter/Editor, first and last name and title
Media outlet
Complete mailing address: street, city, state, zip
Telephone, fax, e-mail
Field of interest or beat
Deadline
Other relevant information, such as ABC network affiliate, radio, monthly magazine, or daily newspaper

Media lists contain key information about all the journalists you work with or would like to reach. To create a media list, call local media outlets and ask for the name of the assignment editor, or check a media directory at the library or a media-outlet Web site. Personalized information is more likely to get a response than items generically addressed to "editor" or "producer." Learn who covers not just drug-related issues, but health, education, family, recreation, and other relevant areas. For additional media contacts, consult local multicultural organizations and those that have missions related to yours. Staff turnover is frequent at most media outlets, so update your contact list or database frequently.

SELLING YOUR STORY BY PHONE

Pitching a story means persuading a journalist to cover a story or event.

- ✓ *Before calling, jot down a few key points* as a script to prompt you.

- ✓ *State clearly who you are and why you're calling.* Convey the essence of your issue or event in the first 15 seconds. Think about what you're pitching as though it were a headline.

- ✓ *Ask whether it is a convenient time to talk.* If the reporter says "no," inquire about a better time. If the reporter agrees to chat for a moment but is rushed, be brief, but continue by offering something extra, such as the local angle on important new research data or an interview with a key leader.

Sample "Script" for Pitching a Story by Phone
Practice the pitch aloud once or twice before calling. Do **not** read from the "script" as you pitch; use it as a starting point.

Ineffective:
"Hi! I just wanted to call and tell you that YZ Anti-Drug Group President___ will be speaking at the PTA next Monday. She's got lots to say about kids using their time constructively after school, and..."

Effective:
"Hello. This is _____from the YZ Anti-Drug Group. Do you have a minute? (Or, is this a good time?) I'm calling to tell you that President X will be at DoReMi High School on Monday evening, May 17, to help parents interest kids in healthy and fun after-school and summer activities. Research shows there is a link between unsupervised time and drug use and other harmful behaviors. School vacations hit working parents especially hard, but we've got suggestions to make this the best and safest summer ever for the whole family. I hope you'll come to get some tips every parent and your readers/viewers should know. Is this something you think you or your station/paper would be interested in covering? If you need to reach me, my name is _____. The number is _____, and, at home, it's _____. Have any questions? I look forward to seeing you there. (For voice mail, repeat, "This is _____at telephone number _____.")

- ✔ *In a voice mail, provide an incentive for the journalist to call back* and ask for more information.
- ✔ *Close by stating your name and telephone number* slowly and clearly.

RESPONDING TO GENERAL INQUIRIES FROM THE MEDIA

- ✔ *Ask for particulars.* You are under no obligation to respond on the spot. Ask the reporter for a time when you may call back with the information, as well as when the deadline is. Determine who is the best source/respondent. If it isn't you, brief the one who is the best source and have that person return the call.
- ✔ *Note the reporter's name, affiliation, phone number, and deadline.* If you're unfamiliar with the media outlet, do a little research, perhaps on the Internet.
- ✔ *Check the facts carefully* and collect your thoughts before you return a telephone call.
- ✔ *Always call back.* Respect the deadline. Set a time to return the call.

INTERVIEW TIPS

- ✔ *Be truthful and sincere.*
- ✔ *Always make your own statement.* If a reporter asks, "Would you say..." and then adds a quote for you to agree to, don't.
- ✔ *Take notes during the interview.*
- ✔ *Assume everything is on the record,* everything is for attribution. Do not confide in a journalist. Say only what you would want to appear in a headline or lead of the story.
- ✔ *Control the interview.* Inject your key points by saying, for example, "What I'd like people to remember is..." or "Something you should know is..."
- ✔ *Do not offer personal opinions* when wearing your organization's hat.

MAKING YOUR STORY NEWSWORTHY

Checklist to Determine Newsworthiness

Key Questions	Yes	No
Is the story timely? Is the material current, especially the data?	☐	☐
Is it distinct, unusual, unexpected? Is the issue or some aspect of it new to the public?	☐	☐
Does it pick up on a trend or other breaking news?	☐	☐
Is it essential? Does it convey something people want or need to know?	☐	☐
Will it affect many people in the community? Does it hit close to home? Localizing a national story by adding local statistics, spokespersons, and experts significantly increases a story's chances of being picked up.	☐	☐
Is the information useful? Example: parenting tips.	☐	☐
Does the story have emotional appeal? A human interest element?	☐	☐

You are competing with countless other issues and organizations for increasingly scarce space or air time. To generate publicity, you must have something newsworthy to say. Before you pick up the phone or write one word, put yourself in the place of a reporter, editor, or producer and ask yourself why people should be interested in your story at this time.

The same facts can produce entirely different stories. To gauge the importance of your story, check the news hook or story angle against the criteria shown in the checklist. If your story is timely and you answer "yes" to at least two other criteria, odds are media professionals will consider it newsworthy.

MEDIA RELATIONS BUILDING BLOCKS

The written word remains our basic building block, whether communicating with the media or with other audiences.

A rule of thumb in dealing with the media: A journalist should never have to ask, "Why are you sending me this information?" Be explicit. Tell how and why the story is important to the reader, viewer, or listener. Basic building blocks follow. (See Tab 5 for media-ready templates.)

THE MEDIA KIT

Media Kit Components

- ✔ Table of contents
- ✔ Pitch letter
- ✔ Media advisory
- ✔ News release(s)
- ✔ Fact sheet or backgrounder on the issue, as well as on your organization
- ✔ Additional information, such as
  - —Printed brochure
  - —Reprints of speeches or articles by organization leaders
  - —Biographies of key persons
  - —Press clippings from previous coverage of the organization
  - —Annual report
  - —Calendar of events
- ✔ Photo(s) with identifying captions
- ✔ Business card or label with contact information for your organization's principal media contact

The media kit, also called a press kit, press packet, or information kit, contains a lead or main press release and related elements—brochure, fact sheet, and photos—that tell a complete story. Effective media kits offer an appropriate amount of unduplicated information, arranged in order of importance to the recipient. The most recent news release should be the first thing seen when the kit is opened. Usually media kits take the form of a two-pocket folder with a cover label that indicates the name of the organization providing the information. (Use a computer-generated label to identify your organization and the kit's contents if customized printed folders are unavailable.) Contents should be compiled with the needs of the intended audience(s) in mind.

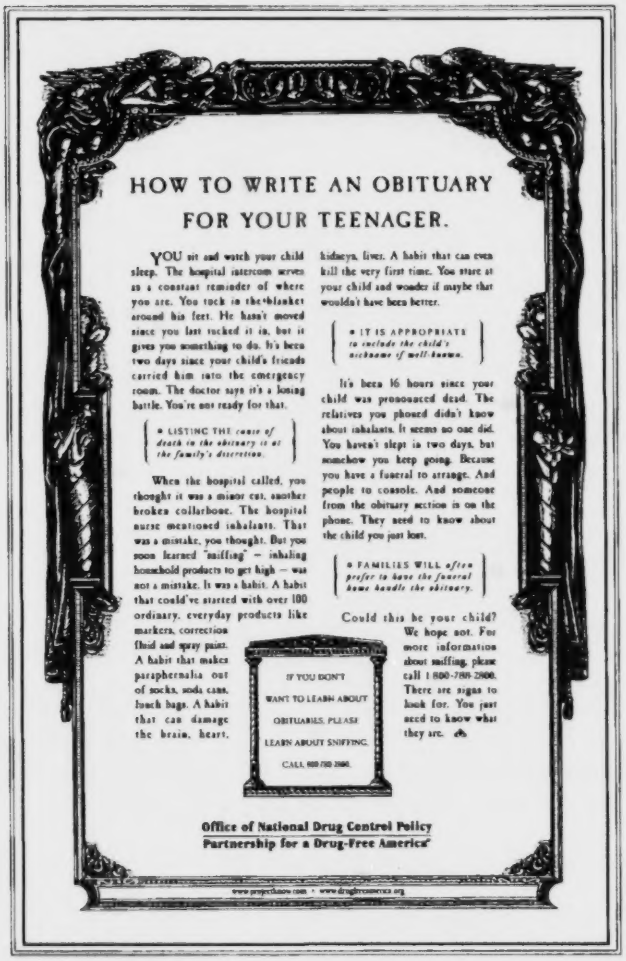
The Pitch Letter

The pitch letter makes the case for covering a specific story. More than a phone call, a pitch letter or e-mail allows you to outline what you are doing and why it is valuable. A good pitch letter has staying power. If it doesn't generate a story today, it may tomorrow. The following are format and style suggestions:

- ✔ *Target pitch letters and news releases.* Send correspondence to one journalist at each publication or media outlet. Avoid having two journalists at the same outlet compete for the same story.
- ✔ *Be timely.* Play off recent or anticipated events.
- ✔ *Be concise.* The pitch letter should be no longer than one type-written page—or less. Aim for no more than four or five paragraphs.

The Pitch Letter, cont'd.

- ✔ *"Sell" the newsworthiness of the story idea.* Propose a news hook, state why it's a hot story, and suggest photos or other visual possibilities. The visual aspects are especially critical to a TV pitch.
- ✔ *Skip the hype.* Forget cute leads, flowery text, and self-congratulatory language.
- ✔ *Organize the letter like a news story.* Don't beat around the bush. Make the first two lines count. Support the key idea in paragraph two.
- ✔ *Advance the story.* Offer the names of interview subjects and experts who complement the contents of accompanying press releases or materials.



HOW TO WRITE AN OBITUARY FOR YOUR TEENAGER.

YOU sit and watch your child sleep. The hospital intercom serves as a constant reminder of where you are. You tuck in the blanket around his feet. He hasn't moved since you last tucked it in, but it gives you something to do. It's been two days since your child's friends carried him into the emergency room. The doctor says it's a losing battle. You're not ready for that.

• LISTING THE *cause of death in the obituary is at the family's discretion.*

When the hospital called, you thought it was a minor cut, another broken collarbone. The hospital nurse mentioned inhalants. That was a mistake, you thought. But you soon learned "sniffing" – inhaling household products to get high – was not a mistake. It was a habit. A habit that could've started with over 100 ordinary, everyday products like markers, correction fluid and spray paint. A habit that makes paraphernalia out of socks, soda cans, lunch bags. A habit that can damage the brain, heart, kidneys, liver. A habit that can even kill the very first time. You stare at your child and wonder if maybe that wouldn't have been better.

• IT IS APPROPRIATE *to include the child's nickname if well-known.*

It's been 16 hours since your child was pronounced dead. The relatives you phoned didn't know about inhalants. It seems no one did. You haven't slept in two days, but somehow you keep going. Because you have a funeral to arrange. And people to console. And someone from the obituary section is on the phone. They need to know about the child you just lost.

• FAMILIES WILL *often prefer to have the funeral home handle the obituary.*

Could this be your child? We hope not. For more information about sniffing, please call 1-800-788-2800. There are signs to look for. You just need to know what they are.

IF YOU DON'T WANT TO LEARN ABOUT OBITUARIES, PLEASE LEARN ABOUT SNIFFING. CALL 800-788-2800.

Office of National Drug Control Policy
Partnership for a Drug-Free America

www.projectknow.com • www.drugfreeamerica.org

- ✔ *Localize.* Generate local statistics and provide local anecdotes to tie your story to a national story on the same subject.
- ✔ *Conclude* with your intention to follow up by phone. Include your phone number too.
- ✔ *Follow up.* Phone in a few days to explore different angles, but don't be pushy. Your job is to let reporters know what is going on, and their job is to decide whether it is newsworthy. Always thank reporters for their time. If the idea is rejected today, it may be more relevant at a later date.
- ✔ *Use organizational letterhead* and hand-address the envelope.

A pitch letter may be accompanied by additional material. Send background information, an advertisement, a brochure, and Campaign literature, but don't overwhelm the reporter. Be selective.

BEST COPY AVAILABLE

The Media Advisory

The media advisory telegraphs basic information about an upcoming event. Be sure to indicate a time and place for interview or photo opportunities, especially if the event is an all-day affair. The advisory may catch a busy editor's attention when a longer press release may not. Send an advisory to the Associated Press (AP) Day Book, as well as to all local media outlets. The AP wire service maintains a daily log of events that is sent to all subscribing news outlets in a particular city or state.

Sample Media Advisory

STUDY REVEALS NEW DATA ON ILLICIT DRUG AND SUBSTANCE USE IN POPULAR MOVIES AND SONGS

WHO: **Barry R. McCaffrey**, Director, Office of National Drug Control Policy

Nelba Chavez, Administrator, Substance Abuse and Mental Health Services Administration

Donald F. Roberts, Ph.D. (Lead Researcher), Professor of Communications, Stanford University

WHERE: National Press Club, Lisagor Room
529 14th Street, N.W.
Washington, DC

WHEN: Wednesday, April 28, 1999
10:00 a.m. Remarks, media Q & A, photo opportunities

WHAT: A press briefing detailing the state of illicit drug and substance use in popular movies and songs. *The Substance Use in Popular Movies and Music Study*, commissioned jointly by the Office of National Drug Control Policy and the U.S. Substance Abuse and Mental Health Services Administration, is the first national study of its kind to quantify the frequency and nature of illicit drug and substance use in these two entertainment genres.

WHY: The study was prompted by two facts:

- ✔ America's teenagers are heavy consumers of motion pictures and popular music.
- ✔ It is hypothesized that movies and popular music may be influencing young people to use illicit drugs and substances.

CONTACT: April Gray (202) 828-xxxx
Jennifer Smith (202) 828-xxxx

Further information is available at *www.mediacampaign.org/publications/movies/movie_toc.html*

The News Release

The news or press release is the workhorse of media relations. It communicates the newsworthiness of an issue in a matter of seconds. If it doesn't, it will be tossed. Though news releases are sometimes used as submitted, they most often provide the foundation for a story or interview.

Criteria for an Effective News Release

Key Questions	Yes	No
Does it grab the reader's attention from the start?	☐	☐
Does the headline inform the reader? Does it pre-sell the story?	☐	☐
Does the lead paragraph single out at least two of the five "Ws" (who, what, when, where, and why) that explain why the story is important?	☐	☐
Does the second paragraph address all the other "Ws"?	☐	☐
Have you put the most important information up front? *Use the inverted pyramid style: start by giving the reader the conclusion, followed by the most important supporting information, and end with background information. This allows editors to cut from the bottom up and still retain the newsworthy kernel of the release.*	☐	☐
Is the text concise, readable, and easily understood?	☐	☐
Does the closing paragraph succinctly restate the purpose of your group, the study, or Campaign?	☐	☐
Is the information accurate? Have you double-checked facts and figures? Are attributions and sources complete? Are names, titles, etc., spelled correctly?	☐	☐
Does the release avoid jargon and spell out acronyms in the first mention?	☐	☐
Are quotations used properly to express opinion, subjective ideas, and explain actions, not merely to puff up the story?	☐	☐
Is there a pertinent Web site or other reference information?	☐	☐

Format Guidelines

Just as important as the content of the news release is the format or look. Neatness counts. Follow the guidelines below, paying special attention to highlighted areas (e.g., formatting and placement of the release date, your organizational logo and contact information, title, and subtitle. Refer also to the press release in Tab 5.

FOR IMMEDIATE RELEASE
January 1, 2000

LOGO
Contact: Janet Hall
Telephone: (202) 777-xxxx

CAPITAL COALITION JOINS FORCES WITH WHITE HOUSE OFFICE OF NATIONAL DRUG CONTROL POLICY TO REDUCE YOUTH DRUG USE IN THE DISTRICT

Media Campaign to Bring Anti-Drug Messages to Children and Parents

WASHINGTON, DC – Drugs are one of the greatest threats currently facing America's young people. Dedicated to minimizing this threat, Capital Coalition today announced it will join forces with the White House Office of National Drug Control Policy's (ONDCP) National Youth Anti-Drug Media Campaign in an effort to significantly reduce youth drug use in the District of Columbia.

"Community involvement is essential to our success. In order to truly make an impact, the Campaign's anti-drug messages must be constantly repeated—by different people in a variety of ways," said (name and title of a local official). "When community organizations, such as the Capital Coalition, step up to the challenge and provide local leadership, change is accelerated and our children are the ultimate winners."

(Insert three sentences describing your organization's current work on this issue and any relevant plans for the future.)

For more information about prevention efforts, and what you can do to help in the District of Columbia, contact Janet Hall, Capital Coalition, at (202) 777-xxxx.

###

- ✔ *Style.* Indent paragraphs five spaces. Use wide margins and double-space between lines of text.
- ✔ *Fonts.* Choose one typeface or font. Do not mix typefaces or sizes.
- ✔ *Length.* Try to keep your news release to one page, about 400 to 500 words. If necessary, create a second page.
- ✔ *Pagination.* For releases that run more than one page, type "more" at the bottom of the first page. Avoid carrying forward single words or lines of text. Make sure the name of your organization, an identifying phrase or "slug," and the page number appear at the top of subsequent pages.
- ✔ *End.* There are two ways to denote the end of a release: Type —30— or ### after the final paragraph.

The Fact Sheet

The fact sheet or backgrounder provides basic, objective, detailed information on an issue or subject. Fact sheets may be either:

- ✔ *Organizational* (an easy-to-read profile of your organization)
- ✔ *Topical* (an outline of the most important points for a single issue)

Usually a single page, a fact sheet supplements the information in a pitch letter or news release. It adds credibility to any accompanying PSAs, media kits, Op-Ed pieces, or other timely materials. Follow the news release format guidelines to create your fact sheet. You may also want to use bullets or boldface for key points. If appropriate, use a Question and Answer format.

Organizational Fact Sheet Tips

At a minimum, explain each of the following in simple, short paragraphs:

- ✔ Full name, address, telephone and fax numbers, e-mail and Web addresses
- ✔ Purpose/mission
- ✔ When and where formed
- ✔ Names of officers, top staff, and, possibly, the Board of Directors
- ✔ Funding sources and professional affiliations
- ✔ Tax-exempt status
- ✔ Achievements
- ✔ Complete contact information

(See Tab 5 for media-ready fact sheets.)

THE OP-ED

The Op-Ed, or opinion editorial, expresses a forceful opinion on an issue, backed by well-researched, documented facts. While a letter to the editor provides a concise and direct response to a specific article or broadcast, the Op-Ed is more detailed. The following are suggestions for content and style:

- ✔ *Be timely.* Connect the Op-Ed to the release of a new survey, a recent article, or event in your community. Timing is a key factor for an Op-Ed.
- ✔ *Heed style.* Provide the author's name, title, and occupation. Be sure to mention the author's connection to your organization. Double-space the text and keep the article between 500 and 800 words. Localize the article with statistics and stories that provoke discussion and provide practical solutions to the issue. End with an overview of your group's mission.
- ✔ *Select a messenger.* Identify the best author or signer for the Op-Ed. The author is critical in achieving publication of the article and maximizing its impact. Ask a board member or a local politician to sign the Op-Ed. The more prominent the signer, the more likely the piece is to be published.
- ✔ *Follow up.* Call the paper three to 10 days after sending your Op-Ed to ask if it is being considered for publication. The follow-up call is an opportunity to educate your contact about substance abuse, even if the Op-Ed is not published.

(See Op-Ed samples in Tab 5.)

LETTERS TO THE EDITOR

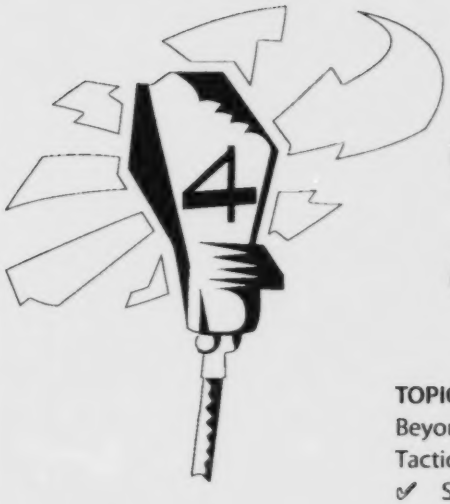
Letters to the editor provide an easy way for you to voice your opinion to policy makers and to educate people in the community about substance-abuse issues. Use these response letters to correct facts in an inaccurate or biased news article, to explain the connection between a news item and your activities, or to praise or criticize a recent article. You may send the editor as many different letters on the same subject as you have allies to write and sign them. The following are a few suggestions as to content:

- ✓ *Know the paper's policy.* Find out the newspaper's policy for printing letters. Some have requirements for length.
- ✓ *Be timely.* Capitalize on recent news, events, editorials, and public awareness campaigns. Refer to the name of the article and the date it was published in the beginning of your letter.
- ✓ *Keep it simple.* Make sure your first sentence is short, yet compelling. Don't be afraid to be direct, engaging, and even controversial. Keep it as brief as possible.
- ✓ *Get personal.* Demonstrate local relevance with your letter. Use local statistics, personal stories, and names to make your point.
- ✓ *Follow up.* Don't be discouraged if your letter is not printed. Keep trying. You may want to submit a revised letter with a different angle on the issue at a later date.

(See sample letters to the editor in Tab 5.)

CALENDAR ITEMS

Newspapers, radio, and TV stations, as well as local access/community cable TV channels, often mention special events and meetings. This publicity is free and easy to obtain. When your event or meeting is open to the public, send the calendar editor a one-paragraph description of the program, plus information about the time, date, place, and cost, along with a contact name. This information is best sent two to three weeks in advance of the event. Respect the media outlet's deadlines.



Outreach and Visibility

TOPICS:

Beyond Media Relations

Tactics to Heighten Awareness

- ✔ Speaking Engagements
- ✔ Talking Points
- ✔ Audiovisual Presentations
- ✔ Printed Materials
- ✔ Exhibits
- ✔ Special Events
- ✔ The Internet, World Wide Web, and E-mail
- ✔ Public Service Announcements

BEYOND MEDIA RELATIONS

There are many powerful channels for disseminating prevention materials and information directly to young people and adults that go beyond securing media attention or publicity. This section suggests a number of techniques and methods for getting the message out, enhancing your mission, and, most of all, making a difference in preventing youth substance abuse. (See Tab 2 for ideas and activities aimed at engaging specific audiences in the Campaign.)

The following ideas will help you get started:

- ✔ *Define your target audience.* Know precisely whom you want to reach. Do some research to learn what they read, watch, and listen to and how they spend their (especially leisure) time. Campaigns are most convincing when messages and materials are designed with the characteristics of a specific target audience in mind.

- ✔ *Team up with others.* Join forces with other organizations that share your concern about nurturing healthy youth. Sharing skills, talent, and other resources multiplies the credibility and impact of anti-drug initiatives in neighborhoods and larger communities.

- ✔ *Set a goal.* Determine what you want the audience to know and do as a result of your efforts.

- ✔ *Make it culturally relevant.* Respect the unique, culturally defined needs and differences of target audiences by involving them in all aspects of activity design and decisions.

- ✔ *Choose the tactic(s).* Consider two key factors when making your choice:
  1) *Reach*—the number of target audience members exposed to your message, and
  2) *Frequency*—the number of times each member is exposed to your message.

- ✔ *Create an action plan.* Develop a budget. Set timelines and deadlines. Assign and delegate tasks.

- ✔ *Evaluate your efforts.* Determine how much of the target audience you reached and with what frequency.

TACTICS TO HEIGHTEN AWARENESS

SPEAKING ENGAGEMENTS

Speaking engagements take campaign messages to clubs, professional groups, fraternal and service organizations, and other potential allies. A good speech brings Campaign messages to life and makes them personal and persuasive in ways that written communication cannot. Look for opportunities to deliver messages to nonprofit groups and agencies outside the usual sphere of the prevention community.

- ✔ *Identify a spokesperson within your organization.* Poll your members and professionals working in the field to assess their interest, expertise, and ability to represent the issue.

- ✔ *Contact those groups whose support you seek* to assess their interest in a speaker. Set a date to meet to discuss how you can work together.

- ✔ *Define the target group's interests* and tailor the speech to its members. Make it easy for them to relate to your message.

- ✔ *Use Campaign materials and advertising* as a platform for talking about your prevention efforts. (See Tab 5.)

- ✔ *Be specific.* Tell them how they can learn more and especially how they can get involved.

TALKING POINTS

Talking points serve as a communications compass. They should start with core Campaign messages, but you or the speaker should add anecdotes, data, and statistics to make the messages come alive. (See Tab 1 for core messages.) Talking points are not slogans or taglines, although slogans may reflect a specific message, nor are they meant to be delivered word for word. Rather, talking points help a speaker, speech writer, panel participant, or interview subject zero in on consistent language, perspectives, problems, and concerns. (See Tab 5.)

AUDIOVISUAL PRESENTATIONS

Audiovisual presentations should be brief—not more than 10 minutes, whether used on their own or as part of a speech or exhibit. Whether you use videotape, slides, overhead transparencies, or computer-based PowerPoint® presentations, always carry a duplicate presentation with you.

PRINTED MATERIALS

- ✔ *Involve your target audience in the planning and review process* to ensure that concerns about language, stereotyping, diversity, and cultural norms are met.
- ✔ *Pretest your ideas* with target audiences and, when appropriate, gatekeepers, (such as community leaders, store owners, librarians, and school principals,) to ensure your message will be delivered and received.
- ✔ *Specify a benefit and include a call to action.* Make it easy for people to get involved by including contact information (phone number or Web address).
- ✔ *Pay attention to design.* Design of printed materials is as important as a well-defined communications objective and a clear message. If you cannot afford a designer, approach students and faculty at a local art school. Or, ask a graphic design firm, printer, or advertising or PR agency whether it would be willing to provide design services pro bono—at no charge—in exchange for recogition in press releases or at events. Or, hold a design contest.

Newsletters

Newsletters are among the most effective and timely tools for reaching people with a common interest. The audience is generally internal—volunteers, board members, staff, and others who share the group's interests. Newsletters can inform, entertain, and solicit members and money, as well as recognize the efforts of supporters. Regardless of the number of pages, newsletters connect a scattered membership by reporting on what and how well the organization is doing. A sample newsletter article is provided in Tab 5. Campaign bulletins regularly sent via e-mail may provide copy for local newsletters. (See Tab 7 to subscribe.)

Brochures

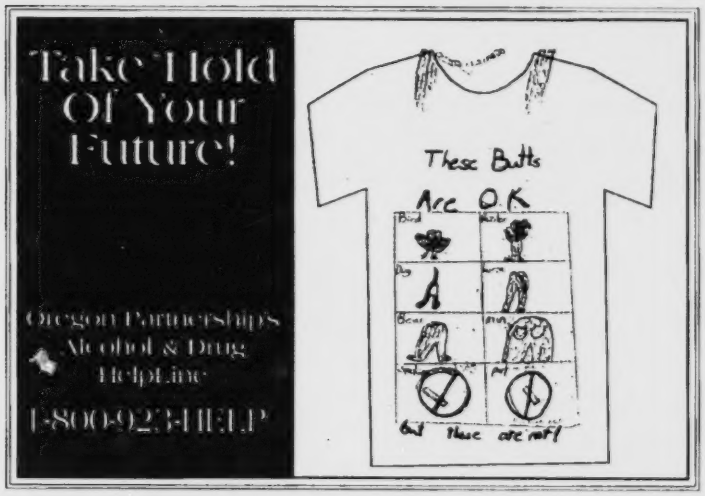
Brochures inform and persuade. Frequently, they introduce a group's mission, answer questions, and give sources for further information. They tend to be "evergreen," meaning they do not become outdated as quickly as newsletters. Brochures are able to tell a story in an abbreviated form—most often as single sheets that are folded one or more times—and are quite effective when used to support other materials, such as a press release or speech.

Flyers, posters, billboards, and transit cards

The following media are best at communicating one simple idea.

- ✔ *Flyers* are especially easy and relatively inexpensive to produce. Standard sizes range from 8.5 inches by 11 inches to 11 inches by 17 inches so they can be quickly and economically printed at most copy shops. Flyers can be placed in homes, stores, community centers, libraries, laundromats, and other places with public bulletin boards.

- ✔ *Posters,* like flyers, must communicate a simple, direct message and be able to stand on their own. They have a relatively short life span of from two to four weeks, and distribution requires a lot of legwork.



- ✔ *Billboards* offer high visibility for short, bold, clear messages. Standard billboards are 14 feet by 48 feet. In general, the billboard space/placement fee and the printing costs are bundled as a package. Contact local outdoor advertising representatives for details. Billboard advertising may be available as part of a local pro bono match, at a lower nonprofit rate, or free of charge. You pay for the artwork and printing. The ads are posted on a space-available basis.

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- *Transit cards* are posters or placards with ads or public service messages. They are found inside buses, trolleys, and subway and elevated rail cars. Transit systems often have exclusive contracts for placing advertising, as well as strict rules on format and size. Contact your local transit authority for details. Transit advertising may be available as part of a local pro bono match, at a lower nonprofit rate, or free of charge. You pay for the artwork and printing. The ads are posted on a space-available basis.

T-shirts, bumper stickers, and decals

These are inexpensive attention-getters that make messages personal. These novelty items provide a chance to tap young artists who can create designs that really speak to their peers. Consider using these items as awards for contest winners or recognizing volunteers. When selecting the type of item for your message, consider these factors:

- *Age of target audience.* It should be useful to the target audience or it will be tossed.
- *Cost of item.* It should look neither too expensive (a waste of money) nor too cheap (likely to be thrown away).
- *Relationship to the Campaign.* Does the item not only carry your message but also reinforce it? For example, print a prevention message on a calendar or school-year planner aimed at youth.

EXHIBITS

Exhibits at craft fairs, carnivals, community and street fairs, school nights, and other public gatherings are another way to deliver anti-drug messages. Creativity is your best asset when considering what media might suit an exhibit (posters, photos, brochures, and news clippings). Exhibits are especially good venues for distributing flyers, newsletters, or brochures.

SPECIAL EVENTS

Special events can be as intimate as an open house or as big as a concert. Whether the goal is to promote prevention messages, recruit volunteers, or raise funds to support your mission, special events are very labor intensive, and require considerable planning and financial support.

THE INTERNET, WORLD WIDE WEB, AND E-MAIL

A Web page invites exploration and connects people and information in exciting new ways. The Internet knows no boundaries. It is available to anyone, anywhere, anytime. Countless sites deliver drug-prevention messages and educational resources to kids, parents, and other adult caregivers.

A number of options are available for those who wish to create their own Web sites. One choice might be to take advantage of one of the many free "community" sites available on the Web. These sites allow their members to create, for free, their own Web sites. These community sites have developed easy-to-use tools that enable even novice Internet users to develop their own Web sites. Some of the most popular community sites include:

- ✔ *Geocities (www.geocities.com)*
- ✔ *Tripod (www.tripod.com)*
- ✔ *TheGlobe.com (www.theglobe.com)*

In addition to community sites, many regional and national Internet service providers, like AOL and Earthlink, give their members space for their own sites.

Those who wish to create a site with a unique URL (Web address such as *www.freevibe.com*) should search for available addresses and register them with Network Solutions (*www.networksolutions.com)*. Once an address is secured, the next step is to purchase server space, which can usually be done locally through Web hosting companies.

Once a site is created, providing links to other like-minded sites as well as the Campaign Web sites adds to the usefulness and impact of your site. Campaign sites to link with include *www.Freevibe.com* for tweens, ages 10 to 14 and *www.theantidrug.com* for parents. Any of the content on these sites can be copied for use on your site, though it is best to create your own content to achieve the greatest impact.

Additionally, visit the Campaign site, *www.mediacampaign.org* where you can download interactive banners from the Campaign for display on your site. Banners are available with messages for both teens and adults.

Finally, consider creating a feedback mechanism such as a guestbook to allow for comments from visitors to your site. In addition, you can use this area to compile an e-mail list of visitors who share your interest in the Campaign and its goals. One note of caution: Be sure to create and display a privacy policy on your site so visitors are aware that you will be archiving their comments and e-mail addresses. You can visit The TRUSTe Privacy Statement wizard at *www.truste.org/wizard/* if you need assistance crafting your privacy policy.

PUBLIC SERVICE ANNOUNCEMENTS (PSAs): PRINT, RADIO, AND TV

Public service announcements (PSAs) can take the form of public-service advertising (in print) or public-service announcements (on radio and TV). They are messages about a public concern from nonprofit organizations and are placed in publications or on the air free of charge. They can be a powerful and economical way to reach audiences. Frequently, PSAs fill unsold space or air-time, but competition for placement is fierce, especially because media outlets are not obligated to use PSAs. To increase the chances that your PSA will be used, consider the following:

Intended Audience: Adults. Strategic Message Platform: Personal Efficacy. Translation: Headline—Don't Let Drugs Change Your Child's Future. Body Copy—You can do a lot of things to make sure your child's life is drug-free. First of all you can talk: teens who say they've learned about the dangers of drugs from their parents are 43 percent less likely to try marijuana. To be more effective, know who your child's friends are and what your child does when you're not around. If you don't do anything about drugs, drug users and dealers will. And they could care less about your child's future.

- ✔ *Learn the requirements.* Every media outlet has its own policies and procedures. The titles of placement contacts at radio and TV stations range from Community Affairs, Public Affairs, or Community Service Director to Program Director or General Manager. For publications, contact the Advertising Director or Production Manager.

- ✔ *Play by the rules.* Be sure your ad, whether for print, radio, or TV, meets the requirements for quality, as well as for size, and time or video format. The less work the media outlet has to do to use your materials, the more likely they will be used in print or on the air.

- ✔ *Send one at a time.* To increase the chances of placement, introduce your PSA using a pitch letter that places it in a local context. Type the PSA neatly on a large postcard (5" x 7") so it may be used immediately by the announcer.

- ✔ *Tailor the message.* Keep the medium and audience in mind. Don't send the same radio copy to easy-listening and hip-hop stations.

- ✔ *Follow up.* Thank all outlets that use your PSAs.

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Writing an Effective Radio Script

Radio scripts are normally brief—no more than 30 seconds in length. The challenge in writing a radio PSA script is to select your words effectively so they persuade the listener to take the desired action. Above all, write for the ear. Read the copy aloud; delete hard-to-pronounce words or ambiguous language. (Refer to samples in Tab 5.) The first three seconds of the script are the most important—that is when you either capture the listener's attention or lose it. Below are several suggestions to help you clearly express your message in your radio script.

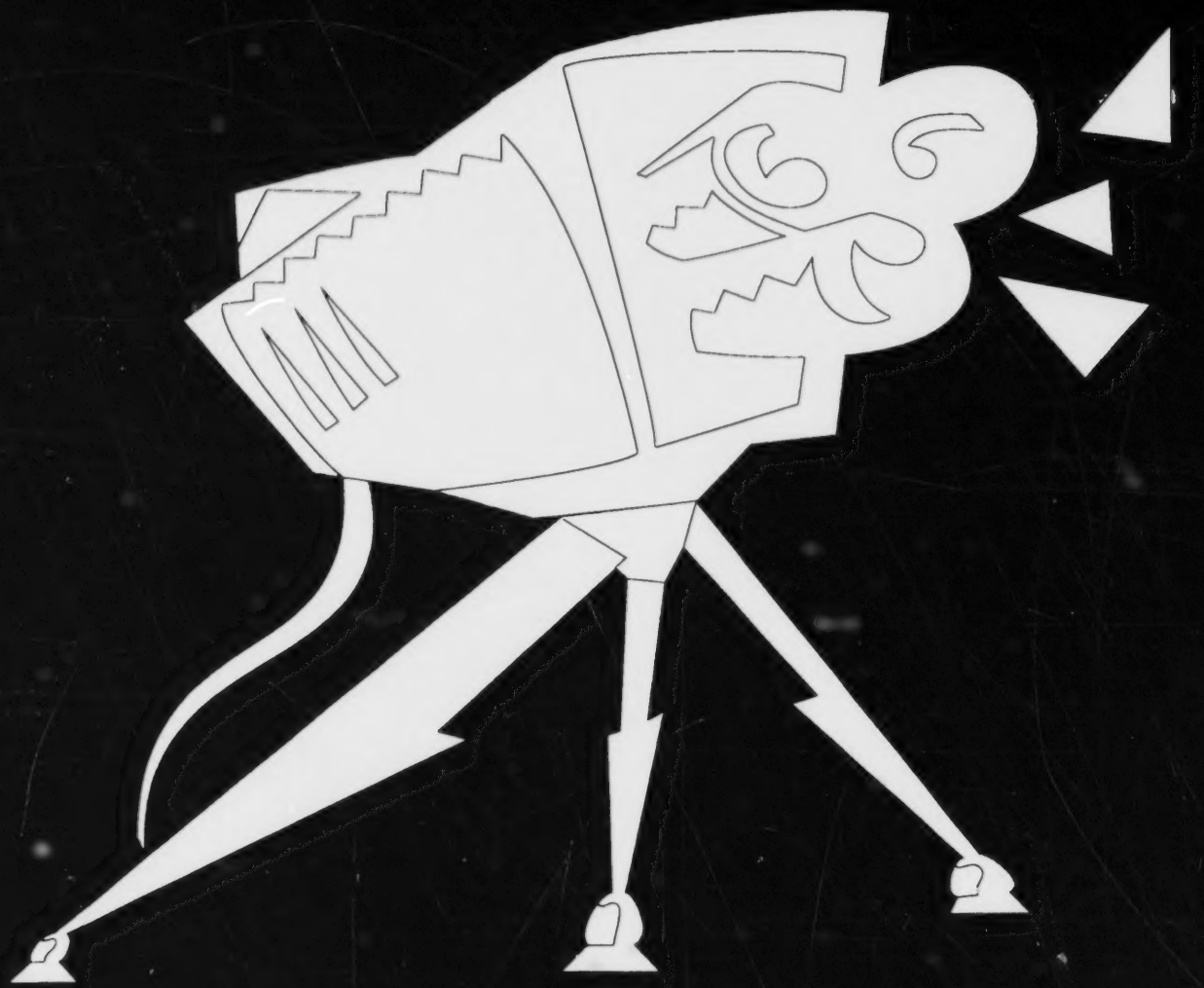
Radio Scripts: Format and Style Suggestions

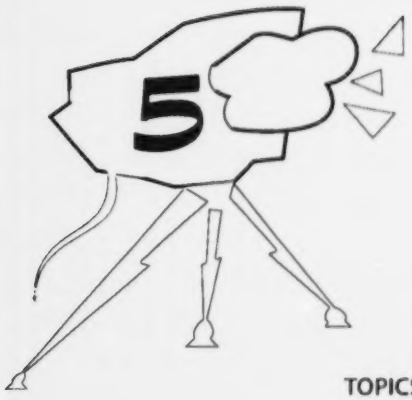
- ✓ Use simple, declarative sentences. Use the present tense.
- ✓ Round off numbers and statistics so that they are easily remembered.
- ✓ Try to avoid direct quotes. Paraphrase instead.
- ✓ Personalize whenever possible so that people can identify with the subject matter.
- ✓ Avoid lengthy descriptions of individuals or events. They will be too hard to remember.
- ✓ Type and send the PSA on a postcard to make it easy to use.

Radio/TV Interviews and Talk Shows

Radio and television can carry campaign messages to new audiences. You don't need to be a celebrity to get "booked." But the competition can be intense. So do your homework and refer to suggestions in this *Tool Kit* for writing a pitch letter to introduce the issues and secure a booking. The following are tips for going on the air:

- ✓ Become familiar with the show.
- ✓ Before the appearance:
  - Role play with a stand in for the host.
  - Jot down likely questions and answers.
  - List three key points you want people to remember. Keep them simple.
  - Prepare anecdotes, examples, or research to support your messages.
- ✓ Be confident, personable, and honest. If you don't know the answer, say so.
- ✓ Talk more slowly than usual.
- ✓ Dress for success. For TV, wear medium tones; do not wear stripes, bold plaids, or wild prints. Stay away from bright white, too. Keep jewelry simple.
- ✓ Always assume a microphone is live. Never say anything within earshot of a microphone or reporter that you would not want broadcast.





Templates and Tools

TOPICS:

Strategic Message Platforms
Campaign Graphics Sampler
Communications Tools
Linked to Strategic Messages (chart)

Materials to Generate News Coverage
- ✔ Pitch Letter
- ✔ News Release
- ✔ Fact Sheets
- ✔ Talking Points
- ✔ Op-Ed Pieces
- ✔ Letters to the Editor
- ✔ Collateral Material

Radio PSA Scripts
Ten Actions Families Can Take to Raise Drug-Free Kids
Materials to Galvanize New Advocates
- ✔ Campaign Structure Chart
- ✔ Campaign Backgrounder
- ✔ Campaign Q & A
- ✔ Newsletter Article
- ✔ Cover Letters to Introduce the Campaign

These templates and tools will help you connect with young people and adults, generate news media coverage, and increase community visibility. Ideas for how to spread the word about the Campaign were presented in Tabs 2, 3, and 4. This tab contains a range of ready-to-use materials to help you extend the reach of Campaign messages and link them to the strategic communications platforms. There are also elements you can use to introduce the Campaign to potential allies in your community and galvanize new advocates among agencies, businesses, and civic and faith-based communities.

Campaign materials will have the greatest appeal when they tell why the anti-drug message is important to your group and the well-being of your community. Tailor the *Tool Kit* templates to your needs and tie them to the Campaign's message platforms to increase effectiveness.

When adapting templates be sure to

- ✔ Use your organization's letterhead.
- ✔ Provide local contact information.
- ✔ Adapt the content by citing local statistics and sharing a related local incident or issue. As a starting point for gathering local statistics and data, refer to the list of state alcohol and drug abuse offices in Tab 8.

Note: Template materials provided quote data that were accurate at the time of publication. Always verify to make sure you are using the most recent data available.

INTEGRATING STRATEGIC MESSAGE PLATFORMS

All Campaign advertising and nonadvertising outreach programs focus on a single message platform at a time. You are encouraged to do the same. That is, if the Campaign's platform is "Norm Education" and the message is "the coolest kids don't do drugs," this message, and only this message, should appear across every single media vehicle and in nonadvertising programs.

Flighting, that is, exposing a single theme or message platform for a four- to five-week duration, ensures strong media exposure for each platform. By linking your coalition or community programs to the national message, the power and reach of both can be significantly increased.

Strategic Message Platforms
Flight Plan, September 1999–June 2000
TV, Print, Radio, Outdoor, Internet

	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	June
Youth	Norm Education	Positive Consequences	Resistance Skills	Negative Consequences	Norm Education		Positive Consequences		Resistance Skills	Negative Consequences
Parents	Personal Efficacy	Parenting Skills	Your Child at Risk	Perceptions of Harm	Personal Efficacy		Parenting Skills		Your Child at Risk	Perceptions of Harm

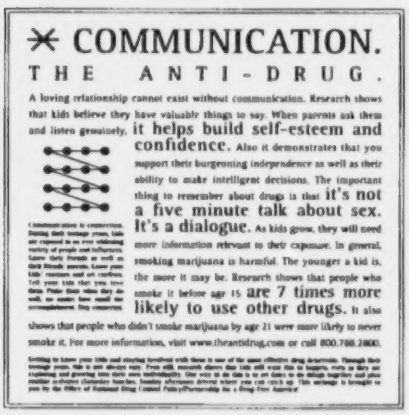
Whether you design your media and program outreach activities to parallel the Campaign's message flights or focus on one of the themes in depth, adapt the templates provided in this *Tool Kit* to suit your needs. See the chart "Communications Tools Linked to Strategic Messages" as a starting point for coordinating your thematic outreach efforts with those of the national Campaign.

CAMPAIGN GRAPHICS SAMPLER

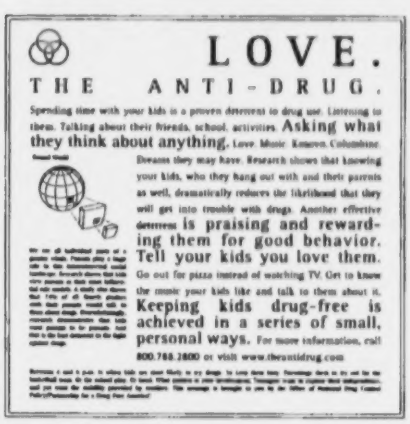
The following miniature or thumbnail versions of the nine campaign print ads and four parenting feature articles depict full-size, camera-ready versions to be inserted in the *Tool Kit's* back pocket. Each piece was designed to address the "Personal Efficacy" and "Effective Parenting Skills" platforms that teach parents and other caregivers how to communicate with their children about drugs. The simple design of these black and white graphics make them ideal for use in a variety of communications vehicles.

HONESTY.
THE ANTI-DRUG.
Your kids ask if you ever used drugs. What do you say? You want to be honest because you love them and respect their intelligence. It's a very difficult question. But remember, the issue isn't your past. The issue is their present and future. How you respond is entirely up to you. (Perhaps tell them when they're older.) What's important now is that your kids understand that you don't want them to use drugs. Studies show that parents who give their kids clear rules and reward them for good behavior are far more effective in keeping their kids off drugs than those who don't. For more information, visit www.theantidrug.com or call 800.788.2800. We can help you.

Intended Audiences-Parents/Adults
Platforms-Personal efficacy/
Parenting skills
English


COMMUNICATION.
THE ANTI-DRUG.
A loving relationship cannot exist without communication. Research shows that kids believe they have valuable things to say. When parents ask them and listen genuinely, it helps build self-esteem and confidence. Also it demonstrates that you support their burgeoning independence as well as their ability to make intelligent decisions. The important thing to remember about drugs is that it's not a five minute talk about sex. It's a dialogue. As kids grow, they will need more information relevant to their exposure. In general, smoking marijuana is harmful. The younger a kid is, the more it may be. Research shows that people who smoke it before age 15 are 7 times more likely to use other drugs. It also shows that people who didn't smoke marijuana by age 21 were more likely to never smoke it. For more information, visit www.theantidrug.com or call 800.788.2800.

Intended Audiences-Parents/Adults
Platforms-Personal efficacy/
Parenting skills
English


LOVE.
THE ANTI-DRUG.
Spending time with your kids is a proven deterrent to drug use. Listening to them. Talking about their friends, school, activities. Asking what they think about anything. Love. Music. Known. Colombine. Dreams they may have. Research shows that knowing your kids, who they hang out with and their parents as well, dramatically reduces the likelihood that they will get into trouble with drugs. Another effective deterrent is praising and rewarding them for good behavior. Tell your kids you love them. Go out for pizza instead of watching TV. Get to know the music your kids like and talk to them about it. Keeping kids drug-free is achieved in a series of small, personal ways. For more information, call 800.788.2800 or visit www.theantidrug.com

Intended Audiences-Parents/Adults
Platforms-Personal efficacy/
Parenting skills
English

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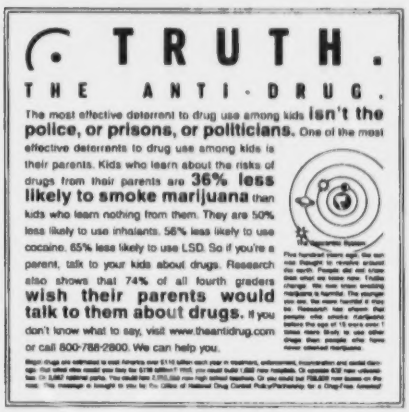
TRUST.

THE ANTI-DRUG.

Studies have shown that in general, kids believe their parents trust them. Where kids get into trouble with drugs is when they assume this trust implies that they're mature enough to avoid the dangers. **Trust is essential.** Yet they must understand that trust comes with responsibilities. That's why you need to talk to them about drugs and give them clear, consistent rules. **Monitoring your kids' activities doesn't mean you don't trust them.** It means that you care about them enough to be involved. Between 4 and 6 p.m. is when kids are most likely to try drugs. So keep them busy. Encourage them to try out for the basketball team. Or the school play. Or band. **What matters is your involvement.** Teenagers want their independence, yet need the stability provided by routines. For more information, call 800.788.2800 or visit www.theantidrug.com.

Intended Audiences-Parents/Adults
Platforms-Personal efficacy/
Parenting skills
English



TRUTH.

THE ANTI-DRUG.

The most effective deterrent to drug use among kids **isn't the police, or prisons, or politicians.** One of the most effective deterrents to drug use among kids is their parents. Kids who learn about the risks of drugs from their parents are **36% less likely to smoke marijuana** than kids who learn nothing from them. They are 50% less likely to use inhalants. 56% less likely to use cocaine. 65% less likely to use LSD. So if you're a parent, talk to your kids about drugs. Research also shows that 74% of all fourth graders **wish their parents would talk to them about drugs.** If you don't know what to say, visit www.theantidrug.com or call 800-788-2800. We can help you.

Intended Audiences-Parents/Adults
Platforms-Personal efficacy/
Parenting skills
English

HONESTIDAD.

LA ANTI-DROGA.

Si sus hijos le preguntan si usted ha usado drogas, ¿qué les dice? Es una pregunta difícil. Pero recuerde que **lo importante no es lo que le pasó a usted.** Lo importante es el presente de sus hijos. Y el futuro de ellos. Responda como usted quiera. Lo importante es **que sus hijos entiendan que usted no quiere que usen drogas.** Las investigaciones demuestran que los padres que dan a sus hijos reglas claras y los premian por su buen comportamiento, son más efectivos alejando a sus hijos de las drogas. Comunicándose con sus hijos, **usted puede hacer mucho** para alejarlos de las drogas. Si no está seguro de qué decirles, llame hoy mismo al: 800.788.2800. Línea de ayuda.

Intended Audiences-Parents/Adults
Platforms-Personal efficacy/
Parenting skills
Spanish (HONESTY)

COMUNICACION.

L A A N T I - D R O G A .

Saber lo que sus hijos piensan y sienten, y mostrar interés por sus cosas, **es un freno efectivo contra las drogas.** Durante la adolescencia esto no siempre es fácil. Sin embargo, aunque no lo demuestren, **los muchachos desean el diálogo con usted.** Una manera de lograr esto es establecer momentos para **hacer cosas juntos** y planear actividades rutinarias, como paseos, idas al cine, al juego de futbol, etc. En esos momentos, usted puede iniciar la plática. Comunicándose con sus hijos, **usted puede hacer mucho para** alejarlos de las drogas. 800-788-2800 Línea de ayuda.

Este mensaje es traído a usted por: Oficina de la Política Nacional sobre el Control de las Drogas/Asociación Pro-América Libre de Drogas.

Intended Audiences-Parents/Adults
Platforms-Personal efficacy/
Parenting skills
Spanish (COMMUNICATION)

CONFIANZA.

L A A N T I - D R O G A .

En general, los hijos saben que sus padres confían en ellos. **La confianza es esencial.** Pero a cierta edad, los chicos deben entender que la confianza que usted les tiene también conlleva responsabilidades. Los chicos que se meten en problemas de drogas, creen que teneries confianza quiere decir que ya son maduros y pueden evitar los peligros ellos solos. **Vigilar las actividades de sus hijos no quiere decir que usted no confía en ellos.** Significa que usted se preocupa por ellos lo suficiente como para no querer que se hagan daño. Animelos a que hagan deporte, o participen en la banda o en los equipos de la escuela. Comunicándose con sus hijos, **usted puede hacer mucho** para alejarlos de las drogas. Si no está seguro de qué decirles, llame hoy mismo al: 800.788.2800. Línea de ayuda.

Este mensaje es traído a usted por: Oficina de la Política Nacional sobre el Control de las Drogas/Asociación Pro-América Libre de Drogas.

Intended Audiences-Parents/Adults
Platforms-Personal efficacy/
Parenting skills
Spanish (TRUST)

LA VERDAD.

L A A N T I - D R O G A .

El freno más efectivo para que los menores no consuman drogas, **no es la policía o las prisiones.** El mejor freno son los padres. Las investigaciones demuestran que el 74% de todos los chicos de cuarto grado **quisieran que sus padres les hablaran sobre las drogas.** Sus hijos confían en usted. En que usted les va a decir la verdad. Comunicándose con sus hijos, **usted puede hacer mucho** para alejarlos de las drogas. Si no está seguro de qué decirles, llame hoy mismo al: 800-788-2800. Línea de ayuda.

Intended Audiences-Parents/Adults
Platforms-Personal efficacy/
Parenting skills
Spanish (TRUTH)

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CAMPAIGN GRAPHICS SAMPLER

Parenting Material/Camera-ready feature articles.

Love: The Anti-Drug
Intended Audience-Parents
Platform-Parenting skills

Pointers For Parents

Love: The Anti-Drug

(NAPS)—Picture the scene: you take your daughter to the mall and she doesn't want to walk too close to you, or you drop off your son at practice and he leaps out of the car practically before it's even to a stop.

You love your kids and want what's best for them, but sometimes it may be hard to demonstrate how much you love them, particularly as they grow up and become more independent.

Research shows that one of the best ways you can help your kids avoid drug use is by spending time with them. Here are some helpful suggestions for learning what's going on in your child's world when they seem to close every door to you.

Be a good role model for your kids. There is no such thing as "do as I say not as I do" when raising children. If you take drugs or abuse alcohol, your children are observing and learning from your behavior. On the other hand, if you are a living, day-to-day example of your values system, your children will learn and emulate the components: honesty, generosity and openness that you want your children to have.

Be involved in your children's lives. According to behavioral scientist, Tony Biglos, Ph.D., there are simple ways to be part of your child's life.

1) Create "together time."—Start a tradition or fun, weekly routine to do something with your child, such as going out for ice cream.

2) Eat meals together as often as possible.—Mealtime is a great opportunity to talk about the day's events, unwind, and reinforce a family bond. Studies show that kids whose families eat together at least five times a week are less likely to be involved with drugs and alcohol.

3) Try to be home after school. The "danger zone" for drug use and other risky behavior is between 4 and 6 p.m. If you can, arrange to have flextime if it's available at your workplace. When your child will be with friends, make sure there is adult supervision.

If you would like more tips on communication and parenting, visit www.theantidrug.com, a web site designed to help parents learn how to talk to their children about staying clean, safe, and drug-free, which is part of the White House Office of National Drug Control Policy's National Youth Anti-Drug Media Campaign offers a brochure called "Parenting Skills: 21 Tips and Ideas to Help You Make a Difference," that can also be ordered by phone at 800-788-2800.

For additional information about drugs, alcohol or tobacco, visit the following web sites: www.drugfreeamerica.org/drugtrivia.html, www.ncadi.samhsa.gov/govpubs/info/index.html or www.health.org.

Note to Editor: First in series of five

Truth: The Anti-Drug
Intended Audience-Parents
Platform-Parenting skills

Pointers For Parents

Truth: The Anti-Drug

(NAPS)—If you're a parent who grew up in the sixties when kids started to experiment with drugs, you might have tried marijuana yourself. Now when do you say if your kids ask you, "Did you ever do drugs?"

Experts agree it's best to be honest. Answering that question untruthfully can cause you to lose credibility with your kids. Don't provide too many details, just a short honest response that shows you care.

Here are three possible responses when you face questions about your own youthful drug use, says behavioral scientist Tony Biglos, Ph.D.

1) "I took drugs because some of my friends used them, and I thought I needed to in order to fit in. In the 60s, people didn't know as much as they do now about all of the bad things that can happen when you smoke marijuana or do other drugs. If I'd known then what I know now, I never would have tried drugs. I'll do everything I can to help you keep away from drugs."

2) "Everyone makes mistakes. When I used drugs, I made a big one. I'm telling you about this even though it's embarrassing, because I love you and I want to save you from making the same stupid decision I made when I was your age. You can learn from my experience without repeating them."

3) "I did drugs because I was bored and wanted to take some risks, but I soon found out that I couldn't control the risks—they were controlling me. There are much better ways of challenging yourself than doing drugs."

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For additional information about drugs, alcohol or tobacco, visit the following web sites: www.drugfreeamerica.org/drugtrivia.html, www.ncadi.samhsa.gov/govpubs/info/index.html or www.health.org.

Note to Editor: Second in series of five

Communication: The Anti-Drug
Intended Audience-Parents
Platform-Parenting skills

Pointers For Parents

Communication: The Anti-Drug

(NAPS)—As a parent, you want what's best for your kids. And you know as your kids grow up they will face many temptations, including drugs. According to a study conducted by the Partnership for a Drug-Free America, only 37 percent of teens say they've learning a lot at home about the risks of drug use—although virtually all parents in the United States say they've talked with their children about drugs.

This isn't an issue you can handle by having "the talk." When it comes to dangerous activities such as drug use, you need to have an ongoing discussion with your child. This can be difficult to do considering the numerous demands of work, school, after-school activities and religious and moral commitments. However, the more time you take to communicate with your child about drugs and other sensitive subjects, the more at ease your child will be coming to you with questions or problems.

The following are suggestions that can help you have a more effective communicator, according to behavioral scientist, Tony Biglos, Ph.D.

1) Be a better listener—ask questions and be willing to listen to what your child has to say. Paraphrase what your child says to you to make sure you understand what they mean.

2) Give honest answers—don't make up what you don't know. If your child asks you something and you don't know the answer, offer to find out. Better yet, make it a project to find out the answer together.

3) Don't react in a way that will cut off further discussion—the can be a challenge. If your child makes statements that shock you or are counter to your beliefs, try to turn them into a calm discussion of why your child thinks the way he or she does. A negative reaction to one subject may make your child apprehensive to start future discussions about other difficult subjects.

The most important thing for you to remember is to tell your children that you love them—and tell them often.

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Note to Editor: Third in series of five

Honesty: The Anti-Drug
Intended Audience-Parents
Platform-Parenting skills

Pointers For Parents

Honesty: The Anti-Drug

(NAPS)—Picture this: you're driving your child home one afternoon and she turns to you and asks, "Mom, did you ever do drugs when you were a kid?" Or, you're helping your child with homework and he asks, "Dad, did you smoke pot when you were in high school?"

This is a question many parents hope to avoid. Unless the answer is an unequivocal "no," it may be difficult to know what to say.

How honest should you be? Behavioral scientist Tony Biglos, Ph.D., recommends an honest answer when a child asks about your past. Otherwise, you risk losing credibility with your kids. This doesn't mean you should recount every detail of your high school or college years. Rather, ask clarifying questions to make sure you understand exactly what your child is asking before you answer.

What if your child thinks that since you admitted to using drugs and you've gotten up just fine it is okay for her to do drugs, too? The fact is, we all want what's best for our children. Today, we have more information about the negative consequences of drug use, and we understand the hazards of drugs better than we did when we were kids. We can also draw on real-life examples of friends who had trouble as a result of drug use, such as the family member who was an addict, the teen who used marijuana for years and lost interest in school, or the neighbor who caused a fatal car crash while high.

What if you are afraid of sounding like a hypocrite? "To no I say, not as I do" has never been a good method of parenting. You should emphasize that this discussion is about your child's future, and not about your past. Even if you made mistakes in the past, be clear you do not want your child to repeat them.

Most importantly, remember that when your child asks you about your past, he or she has just opened the door for an ongoing dialogue about drugs, alcohol, tobacco or other items that could cause harm.

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For additional information about drugs, alcohol or tobacco, visit the following web sites: www.drugfreeamerica.org/drugtrivia.html, www.ncadi.samhsa.gov/govpubs/info/index.html or www.health.org.

Note to Editor: Fourth in series of five

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Communications Tools Linked to Strategic Messages

			YOUTH				PARENTS/ADULTS				
Template Type	Template Number	Title	Norm Education	Positive Consequences	Resistance Skills	Negative Consequences	Personal Efficacy	Parenting Skills	Your Child at Risk	Perceptions of Harm	General Campaign
Materials to Generate News Coverage											
Pitch Letter	1.	Campaign Overview							✔		✔
News Release	2.	Your Organization Joins the Campaign									✔
Fact Sheet	3.	America's Drug Use: Facts & Statistics								✔	
Fact Sheet	4.	Parents, Kids, and Drugs: Fact vs. Fiction							✔		
Fact Sheet	5.	Marijuana Facts for Parents								✔	
Fact Sheet	6.	Marijuana – 10 Things Every Teen Should Know				✔					
Fact Sheet	7.	Inhalant Abuse								✔	
Fact Sheet	8.	Mentoring Youth					✔				
Fact Sheet	9.	The Five Rs of Media Literacy					✔				
Talking Points	10.	Children of Addiction							✔		
Op-Ed	11.	Your Children Need You							✔		
Op-Ed	12.	The Most Vulnerable Are Often the Least Obvious							✔		
Op-Ed	13.	Don't Let Our Kids' Dreams Go Up in Smoke								✔	
Letter to the Editor	14.	Parenting					✔				✔
Letter to the Editor	15.	Marijuana Use								✔	
Handout	16.	Dozens of Ways to Keep Kids Busy						✔			

Communications Tools Linked to Strategic Messages

			YOUTH				PARENTS/ADULTS				
Template Type	**Template Number**	**Title**	Norm Education	Positive Consequences	Resistance Skills	Negative Consequences	Personal Efficacy	Parenting Skills	Your Child at Risk	Perceptions of Harm	General Campaign
Collateral Material	17.	Brief Anti-Drug Messages (English)				✔				✔	
Collateral Material	18.	Brief Anti-Drug Messages (Spanish)				✔				✔	
Handout	19.	A Parent's Guide to Preventing Inhalant Abuse								✔	
Radio PSAs	20.	Radio PSA scripts	✔		✔			✔	✔	✔	
Flyer	21.	10 Actions Families Can Take to Raise Drug-Free Kids						✔			
Materials to Galvanize New Advocates											
Collateral Material	22.	Media Campaign Structure Chart									✔
Campaign Backgrounder	23.	What Is the Media Campaign?									✔
Campaign Q&A	24.	The Media Campaign									✔
Newsletter Article	25.	Your Organization is Helping Kids & Parents Hear Prevention Messages									✔
Cover Letter	26.	Recruit Local Organizations									✔
Cover Letter	27.	Recruit State Organizations									✔

[DATE]

Dear **[NAME OF REPORTER]**,

Many teens and preteens think marijuana is cool. **[INSERT LOCAL ANECDOTE HERE TO ILLUSTRATE.]**

Consider the following facts and their impact on the community:

- Marijuana use increases risk of injury. Marijuana/hashish-related emergency room visits have increased by 219 percent since 1990.
- Marijuana use increases risk of involvement in criminal activities. In 1998, about half of juvenile males arrested tested positive for marijuana.
- Marijuana use causes a loss of inhibitions, which can lead to behaviors that have lifelong negative consequences.

[ORGANIZATION NAME] has joined forces with the White House Office of National Drug Control Policy to help set the record straight by participating in the National Youth Anti-Drug Media Campaign. Our goal is to educate young people, parents, and others who work with youth in **[CITY OR COMMUNITY NAME]** about the dangers associated with the use of marijuana and other illicit drugs.

Please use the enclosed materials to get valuable information to your readers [or viewers or listeners]. If you have questions or need additional information about prevention efforts in **[CITY OR COMMUNITY NAME]**, call **[ORGNIZATION NAME]** at **[PHONE]**.

Sincerely,

[YOUR NAME]
[TITLE]

The following sentence is optional:

NOTE: The National Clearinghouse for Alcohol and Drug Information (NCADI) offers free, valuable information about marijuana and other illicit drugs that parents and others can share with young people. Contact NCADI at (800) 729-6686 (TDD (800) 487-4889) or on the World Wide Web at www.health.org/. *To find out more about the National Youth Anti-Drug Media Campaign visit* www.mediacampaign.org/. *To learn more about the National Drug Control Strategy, visit* www.whitehousedrugpolicy.gov/.

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Type on your letterhead. Use as is or as a guide for writing your own press release. See Tab 3 for more on developing and using press releases.

FOR IMMEDIATE RELEASE
[DATE]

Contact:
[INSERT YOUR SPOKESPERSON'S NAME]
[AREA CODE AND PHONE NUMBER]

[YOUR GROUP] JOINS FORCES WITH WHITE HOUSE OFFICE OF NATIONAL DRUG CONTROL POLICY TO REDUCE YOUTH DRUG USE IN [YOUR COMMUNITY]

—National Youth Anti-Drug Media Campaign Dedicated to Bringing Critical Programs and Messages to [YOUR COMMUNITY]'s Children and Parents—

[YOUR CITY, STATE] – Drugs are one of the greatest threats currently facing America's young people. Dedicated to minimizing this threat, **[INSERT YOUR ORGANIZATION NAME]** today announced that it will join forces with the White House Office of National Drug Control Policy's (ONDCP) National Youth Anti-Drug Media Campaign in an effort to significantly reduce youth drug use in **[INSERT YOUR CITY/COMMUNITY]**.

The National Youth Anti-Drug Media Campaign is a five-year initiative dedicated to reducing youth drug use in America. The Campaign mainly targets middle-school-age adolescents (approximately 11 to13 years old), along with their parents and primary caregivers. The integrated communications Campaign uses a variety of communications vehicles to achieve its objectives, including advertising, the Internet, relationships with the entertainment industry, public education efforts, and community partnerships to reach children and parents about this issue.

"Building on the momentum generated by the materials and messages provided by the Campaign, we at **[INSERT YOUR ORGANIZATION NAME]** will mobilize **[INSERT YOUR CITY/COMMUNITY]** around this issue to denormalize drug use in our community," said **[YOUR AGENCY SPOKESPERSON, TITLE AND ORGANIZATION]**. "Our local efforts will enhance those occurring at the national level and will provide a 'surround sound' effect for **[INSERT YOUR CITY/COMMUNITY]'s** children and parents that can't be ignored."

[INSERT THREE SENTENCES DESCRIBING YOUR ORGANIZATION'S CURRENT WORK ON THIS ISSUE AND ANY RELEVANT PLANS FOR THE FUTURE.]

"Community involvement is essential to our success. In order to truly make an impact, the Campaign's anti-drug messages must be constantly repeated—by different people in a variety of ways," said Alan Levitt, director of the Campaign. "When community organizations, such as **[INSERT YOUR ORGANIZATION NAME]**, step up to the challenge and provide local leadership, change is accelerated and our children are the ultimate winners."

For more information about prevention efforts, and what you can do to help in **[INSERT YOUR CITY/COMMUNITY]**, call **[YOUR AGENCY SPOKESPERSON, TITLE AND ORGANIZATION]** at **[PHONE NUMBER]**.

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America's Drug Use: Facts & Statistics
Template type: **Fact Sheet**
Message platform: **Perception of Harm**
Target: **Adults**

Type on your letterhead. Adapt for use in newsletters, brochures, flyers, press packets, etc. To customize, contact your local or state drug and alcohol abuse office. See Tab 3 for more on developing and using fact sheets.

America's Drug Use: Facts & Statistics

- **DRUG USE AMONG YOUTH AGES 12 TO 17 DECLINED** 13 percent between 1997 and 1998, according to the 1999 National Household Survey on Drug Abuse. This is the first statistically significant drop in four years.

- Overall drug use remains level. While there is notable improvement in the youngest age group (ages 12 to 17), **THERE IS STILL A SERIOUS PROBLEM AMONG YOUNG ADULTS (ages 18 to 25).** Cocaine use, in particular, increased significantly, from 1.2 percent in 1997 to 2.0 percent in 1998.

- **TEENS WANT MORE GUIDANCE FROM PARENTS.** In the nationally representative 1999 Uhlich Report Card, filled out by teenagers from throughout the United States, teens gave adults a "D+" on their efforts to stop teenagers from using alcohol, tobacco, and drugs.

- **TEENS HAVE AN INFLATED VIEW OF PEER DRUG USE.** In a 1997 study, teenagers thought that more than 70 percent of their peers used marijuana at least occasionally In truth, less than half of teenagers surveyed (44 percent) reported ever trying marijuana.

- **PARENTS TEND TO UNDERESTIMATE DRUG USE AMONG THEIR OWN TEENS.** The same study found that only 21 percent of parents believed their teens might have tried drugs—less than half of the actual amount (44 percent).

- **DRUG CHOICE VARIES BY ETHNICITY.** Overall rates of drug use are roughly equal among Hispanic and white (non-Hispanic) adolescents, and slightly lower among African American adolescents. Specific drugs used varies somewhat: Data show that non-Hispanic, white adolescents use marijuana, hallucinogens, amphetamines, barbiturates, and opiates other than heroin more often than other drugs, while Hispanic adolescents have high use rates for crack and heroin. Hispanic children also have higher rates of drug use in the 8th grade, but white children catch up to their Hispanic peers by the 10th grade.

- **THOUGH DANGEROUS, INHALANTS ARE OVERLOOKED.** According to The National Inhalant Prevention Coalition, inhalants can kill on the first use, and are often the first substance used, before marijuana and cocaine. In fact, inhalant use often appears before the onset of tobacco and alcohol use. One in five students will have used inhalants by the time they enter the 8th grade.

- **ALCOHOL AND TOBACCO ARE GATEWAY DRUGS.** Eighth graders who smoke are three times more likely to try illicit drugs than nonsmokers, while those who smoke a pack a day or more are nine times more likely. Similarly, 8th graders who smoke are twice as likely to drink alcohol than their nonsmoking classmates.

- **DRUG USE AND CRIME ARE CONNECTED.** Of adult males arrested in 20 major cities in 1997, more than 60 percent tested positive for drugs. Drug offenders account for 25 percent of the growth in state prison populations and 72 percent of the growth in federal prison populations since 1990.

- **POPULAR CULTURE OFTEN DISTORTS DRUG USE.** A study analyzing the content of 200 of the most popular movie rentals and 1,000 of the most popular songs from 1996 to 1997 found that illicit drugs appeared in about one-fifth of movies (22 percent) and songs (18 percent).

The National Clearinghouse for Alcohol and Drug Information (NCADI) offers free, valuable information about illicit drugs that parents and others can share with young people. Contact NCADI at (800) 729-6686 (TDD (800) 487-4889) or on the World Wide Web at www.health.org/. *To find out more about the National Youth Anti-Drug Media Campaign, visit* www.mediacampaign.org/.

Parents, Kids & Drugs: Fact vs. Fiction
Template type: **Fact Sheet**
Message platform: **Your child at risk**
Target: **Parents**

Type on your letterhead. Adapt for use in newsletters, brochures, flyers, press packets, etc. To customize, contact your local or state drug and alcohol abuse office. See Tab 3 for more on developing and using fact sheets.

Parents, Kids & Drugs: Fact vs. Fiction

FICTION	FACTS [INSERT LOCAL DATA WHEN AVAILABLE]
My child is too young to do drugs.	Forty-nine percent of teens admit to having smoked marijuana at age 13 or younger.
I've spoken to my child about the dangers of drugs.	Nearly half of middle- and high-school students say that their parents have never discussed the dangers of drugs with them.
Drugs are not a problem in my child's school.	Seventy-eight percent of high school students say that drugs are used, kept, and sold at their schools. Only 13 percent of principals and 15 percent of teachers believe that a majority of the students in their schools have tried marijuana. Yet 53 percent of their students say that the majority of their peers have at least tried the drug. **[INSERT LOCAL STATISTICS]**
Drug use is not a problem in my community.	Teens continue to rank drugs as the single most important problem facing people their age.
Drugs are not a real threat to my community as a whole—drug use is really a "victimless" crime.	Illegal drugs cost our society approximately $110 billion each year in physical and mental healthcare costs, lost productivity (school and work), and incarceration. **[INSERT LOCAL COSTS STATISTICS]** Illegal drug use often leads to other antisocial behaviors. A Parents Resource Institute on Drug Education (PRIDE) study reported that students who bring guns to school are more likely to do drugs than students who do not bring guns to school. Of junior-high students who reported having carried guns to school, 31 percent used cocaine compared with 2 percent who never carried guns to school.
My child doesn't hang out with anyone who does drugs—he/she is too young to know anyone who does drugs.	Two out of five middle-school students know a friend or classmate who has used acid, cocaine, or heroin. **[INSERT LOCAL USAGE STATISTICS]**

–more–

Parents, Kids & Drugs: Fact vs. Fiction

FICTION	FACTS [INSERT LOCAL DATA WHEN AVAILABLE]
Drugs may be in my child's school but he/she doesn't know where to get them.	By the time teens reach age 17, more than half (56 percent) know a drug dealer at school. In 1997, 54 percent of 8th graders, 81 percent of 10th graders, and 90 percent of seniors said it would be "very easy" or "fairly easy" for them to get marijuana. Twenty percent said the same about heroin.
My children have never tried marijuana — they know that it's dangerous for them.	A 1999 study for the Partnership for a Drug-Free America revealed that 14 percent of parents think their teen has used marijuana, while the percentage of teens who have actually used marijuana is about 42 percent. Thirty-three percent of parents said they believe their teens view marijuana as harmful. Yet, only 18 percent of teens view trying pot as risky.
Inhalants aren't drugs and really aren't harmful to anyone.	Inhalants/whippets/poppers are toxic poisons—they are dangerous and addictive. Sniffing just once can cause brain damage or suffocation. Other side effects include nose bleeds, incontinence, dizziness, vomiting, and diarrhea. Sniffing inhalants can also result in breathing problems and cause heart failure. According to The National Inhalant Prevention Coalition, inhalants are the first substance used, before marijuana and cocaine. In fact, inhalant use often appears before the onset of tobacco and alcohol use.
My child is too young to use inhalants.	One in five students will have used inhalants by the time they enter the 8th grade.

For More Information
[INSERT YOUR ORGANIZATION NAME AND ITS PHONE NUMBER HERE]
The National Clearinghouse for Alcohol and Drug Information (NCADI) offers free, valuable information about illicit drugs that parents and others can share with young people. Contact NCADI at (800) 729-6686 (TDD (800) 487-4889) or on the World Wide Web at www.health.org/. *To find out more about the National Youth Anti-Drug Media Campaign, visit* www.mediacampaign.org *or* www.theantidrug.com/.

America Online (Keyword: Drug Help)

or visit:
[INSERT YOUR ORGANIZATION'S WEB SITE ADDRESS, IF AVAILABLE]

Type on your letterhead. Adapt for use in newsletters, brochures, flyers, press packets, etc. See Tab 3 for more on developing and using fact sheets.

Marijuana Facts for Parents

DEFINITION

Marijuana is a drug made from the leaves and flower tops of the plant *Cannabis sativa*. All forms of cannabis contain THC, the main active ingredient in marijuana which is responsible for its psychoactive effects. Marijuana's effect on the user depends on the strength or potency of the THC it contains. All forms of cannabis also contain more than 400 other chemicals.

Types of Marijuana	Slang terms	What it looks like	How it is used
Marijuana (Acapulco Gold, Sinsemilla, Thai Sticks)	Pot, Grass , Weed, Reefer, Dope, Kif, Skunk, Boom, Gangster, Mary Jane, 420	Dark green or brown shredded leafy material, stems, seeds, and flowers of the hemp plant	Smoked in a pipe or rolled in a cigarette (called a joint or nail), or eaten
Hashish	Hash	Sticky resin from the female plant flowers, greenish-brown mass with a bitter taste	Smoked or eaten
Hashish Oil	Hash oil	A tar-like liquid varying in color from clear to black	Smoked or eaten

Marijuana is the most commonly used illegal drug in this country.

Teens ages 12 to 17 tend to believe that marijuana is not very harmful, and less harmful than tobacco and alcohol.

EFFECTS OF MARIJUANA

All forms of marijuana can be harmful in a number of ways, through both immediate effects and damage to health over time. Because users often inhale the unfiltered smoke deeply and then hold it in their lungs as long as possible, marijuana is damaging to the lungs and pulmonary system. Physical effects may include the following:

- Bloodshot eyes
- Relaxed inhibitions, risky sexual behavior
- Increased appetite
- Difficulty concentrating, poor study habits
- Trouble handling complex tasks
- Dry mouth and throat
- Substantial increase in the heart rate
- Loss of short-term memory (memory for recent events)
- Altered perceptions and reaction time

Today, the THC content of marijuana is higher than in the past. This makes marijuana more potent, which in turn increases the likelihood of psychotic reactions such as anxiety, amnesia and confusion. Long-term users of marijuana may develop psychological dependence and require more of the drug to get the same effect. The drug can become the center of their lives.

WARNING SIGNS

- Signs of drugs and drug paraphernalia, including pipes and cigarette "rolling" papers
- Odor of burnt leaves on clothes and in the bedroom
- Use of incense and other deodorizers
- Use of eye drops to clear redness in eyes
- Clothes, posters, and jewelry that promote drug use

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Marijuana—10 Things Every Teen Should Know
Template type: **Fact Sheet**
Message platform: **Negative consequences**
Target: **Youth**

Type on your letterhead. Adapt for use in newsletters, brochures, flyers, press packets, etc. See Tab 3 for more on developing and using fact sheets.

On the face of it, marijuana may seem like a harmless drug. But what most teenagers don't know is that marijuana can affect concentration, reflexes, and judgment, impairing the body both physically and mentally. Marijuana can impair driving ability, and car crashes remain one of the biggest killers of teenagers. Marijuana use can lead to unprotected sex, increasing the likelihood of pregnancy and the spread of sexually transmitted diseases, including HIV/AIDS. Just as troubling, marijuana use can impair memory, learning, and motivation. Young people who use marijuana regularly report that they are unable to maintain satisfactory grades and performance levels. With chronic marijuana use, a teen's ambitions and dreams can go up in smoke.

10 Things Every Teen Should Know About Marijuana

1. **Marijuana is illegal.** Using, holding, buying, or selling marijuana can get you suspended or expelled from school. This will hurt your chances of getting a job in the future.
2. **Marijuana is not harmless.** Marijuana smoke increases the risk of cancer and lung damage. Marijuana can cause feelings of panic, anxiety, and paranoia.
3. **Marijuana diminishes abilities.** Marijuana reduces your ability to do things that require coordination and concentration, like sports, dancing, acting, and studying.
4. **Marijuana sells you short.** Think about what you're doing if you wear T-shirts, hats, pins, or jewelry with a pot leaf/joint/blunt on them. Do you want to promote something that can make you forget things? Or make it difficult to drive a car? Do you really want to be the victim of promotional techniques designed to put money into somebody else's pocket?
5. **Marijuana limits you.** Do the right thing. Using marijuana hurts your education, family ties, and social life.
6. **Marijuana impairs your thinking and judgment.** It's a risky business. Car crashes, violence, unplanned pregnancies, and sexually transmitted diseases, including HIV/AIDS, are all possibilities when you use marijuana.
7. **Smoking marijuana does not make you cool.** Get with the program. Contrary to what you might hear in songs or see on TV or in the movies, smoking marijuana does not make you cool. It makes your clothing and body reek.
8. **Marijuana is addictive.** You can get hooked. Many users report that, over time, they require more of the drug to get the same effect.
9. **Marijuana is not an escape.** Talk about your problems. Using marijuana won't help you escape your problems; it will only create more. Don't believe people who say that marijuana is no big deal or that it will make your life better.
10. **Everyone is not "doing" marijuana.** You don't need it. If you think "everybody's doing it" you're wrong. More than 80 percent of 12 to 17-year-olds have never tried marijuana. Marijuana won't make you happy or popular, or help you learn skills you need as you grow up. You can do that with the help of friends, family, and other adults you trust.

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Type on your letterhead. Adapt for use in newsletters, brochures, flyers, press packets, etc. To customize, contact your local or state drug and alcohol abuse office.

Inhalant Abuse

DEFINITION

Commonly known among kids as "huffing," "bagging," or "sniffing," inhalant abuse is the deliberate concentration and inhalation of common products found in homes, offices, and schools to get high.

STATISTICS

1998 national surveys of young people and U.S. households indicate that:

- Inhalants are the fourth most-abused substance after alcohol, tobacco, and marijuana among high school students.
- Almost as many 8th graders have abused inhalants (21 percent) as have used marijuana/hashish (22.6 percent).
- Almost half a million young people use inhalants in any month.
- Nine out of 10 parents refuse to believe their children may have ever abused inhalants.

More than 1,000 common products are potential inhalants that can kill, including:

Glues	Markers	Nail polish remover
Freon	Paint products	Lighter fluid
Correction fluid	Gases (helium, butane, propane)	Hair spray
Computer agents	Gasoline	Cleaning agents
Deodorizers	Fire extinguishers	

HARMFUL EFFECTS

Chronic inhalant users can suffer severe and permanent brain damage; some die the first time they experiment. Other possible risks include the following:

- Intoxication
- Hearing loss
- Bone marrow damage
- Short-term memory loss
- Limb spasms
- Liver and kidney damage

SIGNS OF USE

There is a common link between inhalant abuse and problems in school—failing grades, chronic absences, and general apathy. Other signs include the following:

- Paint or stains on body, clothing, rags, or bags
- Unusual breath odor or chemical odor on clothing
- Slurred or disoriented speech
- Anxiety, excitability, irritability, or restlessness
- Missing household items
- Red or runny eyes or nose
- Spots or sores around the mouth
- Drunk, dazed, or dizzy appearance
- Nausea, loss of appetite

For more information, contact **[INSERT YOUR ORGANIZATION NAME AND ITS PHONE NUMBER HERE], [NAME OF LOCAL DRUG REHABILITATION CENTER OR OTHER SERVICE]** and the **National Inhalant Prevention Coalition at (800) 269-4237, or visit *www.inhalants.org/*.**

The National Clearinghouse for Alcohol and Drug Information (NCADI) offers free information about inhalants that parents and others can share with young people. Contact NCADI at (800) 729-6686 (TDD (800) 487-4889) or on the World Wide Web at www.health.org/. *To find out more about the National Youth Anti-Drug Media Campaign, visit* www.mediacampaign.org/.

Type on your letterhead. Adapt for use in newsletters, brochures, flyers, press packets, etc. See Tab 3 for more on developing and using fact sheets.

Mentoring Youth

A mentor is a responsible adult who provides a child with support, advice, friendship, and encouragement and serves as a positive role model. **Mentors are people who care, people who listen**, people who want to help young people bring out the strengths they already have.

Many people in a child's life can serve as mentors—coaches; doctors; teachers; grandparents; and business, religious, and community leaders. Parents are often good mentors, too.

Mentors can play an important role in preventing substance use. Recent research demonstrates that the involvement of a reliable adult helps youth develop life skills, build self-confidence, and resist pressure to begin using drugs. One study involved Big Brothers Big Sisters meeting with their Little Brothers and Little Sisters regularly for at least a year. These youth, compared with other children, were:

- 46 percent less likely to begin using illegal drugs.
- 27 percent less likely to begin using alcohol.
- 52 percent less likely to skip school.
- More confident of their performance in school work.
- Less likely to hit someone.
- More likely to get along with their families.

Mentoring gives you a chance to teach the next generation—and learn from them in return. It lets you share your own interests with eager young people. It gives you the satisfaction of helping a child succeed.

If you are thinking of becoming a mentor to a child, here are some things to consider:

- Make a commitment for a specific period of time. You can extend it later, but this way you won't disappoint the child if you are only able to commit for the short term.
- Be very clear about what the child can expect from you.
- Ask the child if the arrangement is okay with him/her. If not, respect the answer and try to work out a responsible solution.

Mentoring takes time and effort. Some young people and some programs need more time than others, and you must be realistic about how much time you can devote to mentoring. But remember, mentoring doesn't have to be a lifetime commitment. Sometimes a little help can go a long way.

Across the country and here in **[YOUR CITY/TOWN]**, there are many ways to work with young people. **[INSERT LOCAL PROGRAM NAME, BRIEF DESCRIPTION, CONTACT INFORMATION]**

The National Clearinghouse for Alcohol and Drug Information (NCADI) offers free, valuable information about mentoring and volunteering. Contact NCADI at (800) 729-6686 (TDD (800) 487-4889) or on the World Wide Web at www.health.org/. *To find out more about the National Youth Anti-Drug Media Campaign, visit* www.mediacampaign.org/.

Type on your letterhead. Use as is or adapt for use in newsletters, brochures, flyers, on posters, etc. See Tab 3 for more on developing and using fact sheets.

The Five Rs of Media Literacy

Kids are bombarded with media messages attempting to influence their habits and attitudes about products, services, issues, and lifestyle. A recent study* showed that many of these messages make risk-taking look normal and promote harmful behaviors, including drug, alcohol, and tobacco use. Media literacy aims to help young people develop skills to understand, analyze, and evaluate those messages. It also helps develop critical thinking and decision-making skills—skills kids will need if pressured to drink, smoke, or do drugs.

The Five Rs for teaching media literacy are:

READ and watch with an investigative eye. Encourage kids to question the validity of what they read, see, and hear. This strengthens their ability to choose products, services, or messages that are healthy for them.

RECOGNIZE the messages. Media literacy helps a child distinguish fact from fiction, reality from fantasy. To help a child examine what is being said, ask these basic questions:

- Is the advertiser trying to sell or sensationalize something?
- Is that product or service healthy for you?
- Is the sponsor of that product or service trying to get you to purchase it by making you feel...
    - Unlovable? (you won't be liked if you don't try it)
    - Left out? (everyone is buying it, so don't be left out)
    - Inadequate? (if you don't buy it, you won't be able to do things as well as everyone else)
    - Less masculine or less feminine? (if you don't use it, members of the opposite sex won't find you attractive)
- What persuasive tactics are the sponsors of the product or service using?
    - Documentation (testimonials, comparisons, statistics, percentages)
    - Imagery (mascots, cartoon characters, babies, animals)
    - Money (bargains, coupons, special sales, incentives)
    - Promises (wealth, success, long life, safety, security, health, fitness)
    - Emotions (fear, love, sympathy, trust, nostalgia, anxiety, depression)

REQUEST feedback. Find out how the messages and images make the child feel. Try having the child "talk back" to the television set. Kids are pressured to be more grown-up than they really are. Separating feelings from facts helps kids learn how to cope with these pressures.

REACT to what is being shown. After analyzing and discussing the messages, help the child exercise his or her decision-making skills about the content. Practicing the skills with your assistance will foster healthy choices.

RESPOND to the need. Enhance the anti-drug media message by empowering the child to become a catalyst for positive change, helping to mobilize the community, and setting a good example for peers.

Kids need to know that media messages, whether on the 24-hour news network or in the latest rap song, are created by people with a purpose in mind. Teaching children to be critical viewers of the media will generate the most important R of all: **RESULTS.**

** Substance Use and Abuse in Popular Movies and Music (April 1999). Analysis of the 200 most popular video rentals in 1996 and 1997 found that 89 percent of the movies showed tobacco use, and 22 percent showed illicit drug use.*

The National Clearinghouse for Alcohol and Drug Information (NCADI) offers free, valuable information about media literacy. Contact NCADI at (800) 729-6686 (TDD (800) 487-4889) or on the World Wide Web at www.health.org/. *Also on the Web, visit The Center for Media Literacy at* www.medialit.org/. *To find out more about the National Youth Anti-Drug Media Campaign, visit* www.mediacampaign.org/.

Adapt for use in newsletters, pitch letters, brochures, etc. For more information on using talking points, see Tab 3.

Children of Addiction (COA)

The children who most need to see, hear, and understand the messages of the National Youth Anti-Drug Media Campaign are children and youth with alcohol- or other drug-addicted parents. *Children of addiction are the population at highest risk for developing substance-abuse and related mental health and behavioral problems.* In the United States today, over 11 million children under the age of 18 have at least one chemically dependent parent. When addicted parents cannot provide their children with the information, guidance, and support they need, it is up to other caring adults to make a difference in the lives of these young people.

Here are some important facts about the needs of children of addicted parents:

- **COAs are up to four times more likely to develop substance-abuse problems** than children who do not have an alcohol- or other drug-dependent parent. They are also at increased risk for depression, anxiety, and exposure to verbal, physical, or sexual abuse associated with their parent's excessive drinking or illegal drug use.
- **Children of substance-abusing parents lack healthy role models** to help them grow in developmentally appropriate ways. Their parents are often absorbed by their addiction and not able to meet the physical, mental, and emotional needs of their children.
- **COAs tend to score lower on tests that measure cognitive and verbal skills**, have difficulty with abstract thinking, and are more likely to be truant, drop out of school, repeat grades, or be referred to a school counselor.
- **Caring adults, such as teachers, coaches, youth workers, counselors, youth ministers, and mentors are especially important to COAs.** Research shows that children can be protected from problems associated with growing up in a chemically dependent family through sustained interaction with adults who help them to learn healthy coping strategies and strong interpersonal skills.
- **Involvement in structured activities with trusted adults can make a significant difference.** Whether with individuals or in special support groups provided by schools, treatment centers, faith communities, and other youth-serving organizations, structured activities give these young people the opportunity to learn coping skills that can help them remain healthy, whether or not their parents continue to drink or use drugs.
- In addition to traditional substance-abuse education and prevention messages, COAs need to hear and see basic messages about the effects of addiction on family life.

They need to know:

- They are not alone.
- The parental addiction and family problems are not their fault.
- Their risk factor for addiction is up to four times higher than that of non-COAs.
- It is very important for them to find trusted adults to give them accurate, developmentally appropriate information about alcohol and other drugs, and to talk honestly about their family addiction problems and their feelings, attitudes, and questions about drinking and drug use.
- Most of all, children of alcoholics or addicts need to hear that they can feel better and get help even if their parents don't stop drinking or using illegal drugs.

In **[YOUR CITY]** you can call **[AGENCY/ORGANIZATION]** at **[PHONE]** for information about programs for children of substance-abusing parents.

For more information, contact the National Association for Children of Alcoholics' national office by phone at (888) 554-COAS, or by e-mail at nacoa@erols.com. *Also visit its Web site at* www.health.org/nacoa/. *The National Clearinghouse for Alcohol and Drug Information (NCADI) offers free, valuable information about alcohol and substance abuse. Contact NCADI at (800) 729-6686 (TDD (800) 487-4889) or on the World Wide Web at* www.health.org/.
To find out more about the National Youth Anti-Drug Media Campaign, visit www.mediacampaign.org/.

Your Children Need You
Template type: Op-Ed
Message platform: Your child at risk
Target: Parents

Type on your letterhead and adapt to reflect local data before sending to a publication. Find out about and conform to the paper's policy regarding format and length. Be timely. See Tab 3 for more on writing Op-Ed pieces.

Your Children Need You

Drug use among our nation's youth is on the rise. Illicit drug use among 8th graders has more than doubled since the early 1990s. Marijuana use alone has tripled. And the cost of increasing youth drug use is high—too high. Academic failure, truancy, violence, theft, and risky sexual behavior are often associated with illicit drug use. Also, most of the leading causes of death of young people—motor vehicle crashes, homicide, injury, and suicide —are more likely to occur when youngsters are under the influence of psychoactive substances.

Do you think your child is immune to this problem? Do you think this is a problem that affects only inner cities? If you answered yes, you couldn't be more wrong. Data indicate that adolescent drug use is a problem that cuts across all geographic, socioeconomic, racial, and ethnic boundaries in American society. It is a problem for all of us, and we all need to be a part of the solution.

In response to the problem, the White House Office of National Drug Control Policy developed the National Youth Anti-Drug Media Campaign. The Campaign is a five-year initiative dedicated to reducing youth drug use in America by targeting middle-school-aged adolescents (approximately 11-13 years old) and their parents. Anti-drug advertisements, which have been running during prime time, are a visible part of the Campaign. Other elements include building relationships with the entertainment industry, tapping into the power of the Internet, public education efforts, and building community partnerships.

While the national effort is in full motion, it will not succeed without community involvement and support. As a community, we have a responsibility to further and enhance the efforts of the Campaign to protect our kids against the dangers of drugs. That is why **[INSERT LOCAL ORGANIZATION NAME]** has joined forces with the White House Office of National Drug Control Policy and why we are encouraging you to do the same.

We must work together to develop and implement effective anti-drug programs in **[INSERT TOWN]. [INSERT LOCAL ORGANIZATION NAME]** is committed to providing critical local support and resources for Campaign events and initiatives. The possibilities are endless for reinforcing the Campaign's messages in our neighborhoods, schools, churches, and synagogues.

As parents and concerned citizens, we make the real difference in the prevention of youth substance abuse. Even with strong peer and social pressures, parents are the most important and long-lasting influence in children's lives. So, encourage community organizations to take action on this issue. Take the time to get involved. It is a decision that you will never regret and our nation's youth deserve nothing less.

[INCLUDE ONE SENTENCE EXPLAINING THE ACTIVITIES OF YOUR ORGANIZATION.]

For information on how to get involved, contact **[YOUR ORGANIZATION]** at **[CONTACT INFORMATION]** or call the National Clearinghouse for Alcohol and Drug Information at (800) 729-6686 (TDD (800) 487-4889). Information for teens can be accessed on the World Wide Web at *www.freevibe.com/*.

[YOUR SIGNATURE]
[INSERT NAME AND TITLE]
[INSERT ORGANIZATION NAME]
[INSERT ADDRESS AND TELEPHONE NUMBER]

The Most Vulnerable Are Often the Least Obvious
Template type: **Op-Ed**
Message platform: **Your child at risk**
Target: **Adults**

Type on your letterhead and adapt to reflect local data before sending to a publication. Find out about and conform to the paper's policy regarding format and length. Be timely. See Tab 3 for more on writing Op-Ed pieces.

The Most Vulnerable Are Often the Least Obvious

"When you are a young child, your heart is very tender, and a harsh word can pierce the heart and stay there forever," wrote Garrison Keillor. He might have been writing about young children of alcoholics and addicts, who are often targets of harsh words and worse.

More than 50 percent of today's alcoholics and drug-dependent adults are the children of alcoholics. Their own children are not only more apt to develop alcoholism than their peers, but also are at higher risk to use other drugs and to marry into families with addiction.

We must advocate for those who can't speak for themselves—children living with confused, frightened, and angry adults whose addiction destroys their ability to be the "grown-up" in the home. We call these children "COAs (Children of Alcoholics)," but they are not an acronym; they are living, breathing youngsters. In the United States today, more than 11 million children under 18 years of age have at least one chemically dependent parent. They are a very special population, far more vulnerable to using drugs and alcohol because of the examples set at home and, in some cases, because of genetic factors. COAs can't talk to their parents about drug use. The daily stress of coping with addicted parents is enormous. Their world is upside down. They worry about their parents, often taking on adult responsibilities prematurely. They see heavy use of alcohol and drugs as a normal, although painful, way of life—often as a way to cope with problems. Many COAs may appear resilient and self-reliant, but depression and anxiety are their close companions.

COAs need other adults in the community to provide accurate information about addiction and its effects on families. Often these children feel that it is their behavior that causes parental drug and/or alcohol use, and sometimes they are even told that this use is their fault. They need to hear that they did not cause the problems in their families. They need to develop plans and strategies for staying safe when their parents are out of control. They need to know who they can call, where they can go. They need a safe place where they can talk about their concerns.

All around these children are neighbors, aunts and uncles, teachers and scout leaders, coaches and health-care workers who can sense what is going on, but do not know what to say. Ask caring questions gently; then listen and be present consistently. Don't be put off if the child does not open up right away; it takes COAs a long time to trust adults. Encourage participation in structured, peer-group activities. And if you think the child is in danger, call a treatment professional and ask for input and assistance before offering advice. The involvement of one nurturing adult can help a youngster build on natural strengths and resilience and, hopefully, become a caring adult in turn.

A child in desperate need of a healthy alliance is close by each of us. Locally, you can get additional information or resources by contacting _____ at _____**[LOCAL COMMUNITY CONTACT].**

[OPTIONAL:] *For more information on how you can help such a child, contact the National Association for Children of Alcoholics' national office by phone at (888) 554-COAS or visit its Web site at* www.health.org/nacoa/. *Or call the National Clearinghouse for Alcohol and Drug Information at (800) 729-6686 (TDD (800) 487-4889). Information for teens can be accessed on the World Wide Web at* www.freevibe.com/.

[YOUR SIGNATURE]
[INSERT NAME AND TITLE]
[INSERT ORGANIZATION NAME]
[INSERT ADDRESS AND TELEPHONE NUMBER]

Don't Let Our Kids' Dreams Go Up in Smoke
Template type: **Op-Ed**
Message platform: **Perceptions of harm**
Target: **Adults**

Type on your letterhead and adapt to reflect local data before sending to a publication. Find out about and conform to the paper's policy regarding format and length. Be timely. See Tab 3 for more on writing Op-Ed pieces.

Don't Let Our Kids' Dreams Go Up in Smoke

From the very start, Mark seemed destined to be a modern-day Renaissance man. It wasn't that he was such an exceptional student—his grades were pretty average. But he had made varsity swimming and was an accomplished guitarist with a local coffeehouse jazz band. At 15, his talents were vast, and he seemed to have the world at his feet.

Life was good. He didn't want to "escape," as so many teens profess to do. So when he started smoking marijuana, it was really just a new thing to do with his friends. He didn't see any harm in it.

Mark is one of many teenagers smoking marijuana today. In fact, after more than a decade of steady decline, marijuana use among 12- to 17-year-olds has risen dramatically—more than doubling since 1992. Even though 1999 survey data show a slight decrease in the use rate, that's a frightening statistic, especially considering the harmful effects of marijuana use.

Marijuana use impairs memory, learning, motivation, and reflexes. Teens nationwide report that when they smoke marijuana regularly, they lose interest in their studies and the pursuit of other life goals and are unable to maintain satisfactory grade and performance levels. The drug lulls them into indifference, forgetfulness—or, as some say, a zombie state.

Marijuana use impairs judgment, which can lead to behaviors that have lifelong negative consequences.

Marijuana use can place kids in dangerous situations. Some people with whom they smoke marijuana may also use other drugs: cocaine, methamphetamine, PCP, and more. They may mix these drugs with the marijuana—and a friend who uses this adulterated marijuana may not even know.

Yet, most kids—and parents—don't know these things or understand their consequences. It's time for a reality check. As parents and other trusted adults in the lives of kids, we must help them understand that marijuana is a drug and that using marijuana is dangerous and can be debilitating to young peoples' goals and ambitions. We must arm our children with the facts about this drug and insights into where its use can lead.

Consider Mark's case. Within months, he was smoking marijuana four or five times a week. He no longer cared about guitar and rarely made time for other activities.

As for the swim team, the coach talked of moving Mark down to the junior varsity level because his times were getting so bad. So a friend offered to get him some steroids and methamphetamine—maybe they'd get him back on track.

Mark could be anyone's kid. We, as adults, have a responsibility to support our children in pursuit of their dreams. Part of that responsibility means talking with them about drugs—before they slip down the path that Mark did.

[INCLUDE ONE SENTENCE EXPLAINING THE ACTIVITIES OF YOUR ORGANIZATION.]

The National Clearinghouse for Alcohol and Drug Information (NCADI) offers free materials that can help youths and adults understand the impact of marijuana and other drug use. Contact NCADI at (800) 729-6686 (TDD (800) 487-4889) or on the World Wide Web at *www.health.org/*. Or call **[YOUR ORGANIZATION]** at **[TELEPHONE NUMBER]**.

[YOUR SIGNATURE]
[INSERT NAME AND TITLE]
[INSERT ORGANIZATION NAME]
[INSERT ADDRESS AND TELEPHONE NUMBER]

Parenting

Template type: **Letter to the Editor**
Message platform: **Personal Efficacy**
Target: **Parents, Adults**

Type on your letterhead and adapt to reflect local data before sending to a publication. Find out about and conform to the paper's policy regarding format and length. Be timely. See Tab 3 for more on writing letters to the editor.

[DATE]

Editorial Page Editor
[NEWSPAPER NAME]
[ADDRESS]

To the Editor:

I read with great interest **[INSERT AUTHOR'S NAME AND ARTICLE'S PUBLICATION DATE]** story entitled **[INSERT ARTICLE TITLE]**. While I **[AGREE/DISAGREE]** with the piece's basic premise that **[INSERT SUBJECT]**, I believe it points to a larger issue. Many young people in our community don't feel empowered to reject illicit drugs, and maybe more important, many parents in our community don't feel empowered to help them.

Despite research that shows the strong protective effect of family and parental involvement, a recent survey revealed that 40 percent of parents indicated that once a child becomes a teenager, parents believe they have very little influence over the child's decision to smoke, drink, or use illegal drugs. Parents have an inaccurate perception of their influence over their children. The truth is our children do listen to what we have to say—even if they appear to disregard our opinions.

In 1998, the White House Office of National Drug Control Policy launched the National Youth Anti-Drug Media Campaign—a five-year initiative dedicated to reducing youth drug use in America. The Campaign uses advertising, the Internet, relationships with the entertainment industry, distribution of public information, and community partnerships to reach children and parents about this issue. The Campaign is one way that parents are getting the message to talk to their kids about drugs—but it can't be the only way.

As community leaders and parents, it is our responsibility to amplify and enhance the messages of national efforts. Work must be done in **[INSERT CITY/TOWN]**, which means we must develop messages and programs that are tailored specifically to our community. Furthermore, it is vital that parents, or anyone who has a stake in a child's life, realize their impact and become actively involved in denormalizing drug use.

At **[INSERT YOUR ORGANIZATION]**, we have put together a program that provides a great start. **[DESCRIBE YOUR EFFORTS]**. But we can't go it alone. We need the support of this community if we are to be truly successful in saving our children from the dangers of drug use.

[YOUR SIGNATURE]
[INSERT NAME AND TITLE]
[INSERT ORGANIZATION NAME]
[INSERT ADDRESS AND TELEPHONE NUMBER]

Marijuana Use
Template type: **Letter to the Editor**
Message platform: **Perceptions of harm**
Target: **Adults**

Type on your letterhead and adapt to reflect local data before sending to a publication. Find out about and conform to the paper's policy regarding format and length. Be timely. See Tab 3 for more on writing letters to the editor.

[DATE]

Editorial Page Editor
[NEWSPAPER NAME]
[ADDRESS]

To the Editor:

While recent reports have highlighted the decrease in marijuana use among 12- to 17-year-olds, now is not the time to rest on our laurels. Some of your readers may not realize why we must remain vigilant.

Marijuana interferes with thinking and reflexes. Accidents, violence, and car crashes can occur because of the influence of marijuana. The Drug Abuse Warning Network (DAWN) 1997 report shows that medical emergency episodes related to marijuana/hashish use have increased 219 percent since 1990. In 1996, 50,000 people of both sexes, all age groups, and across cultures reported to hospital emergency departments for medical care related to their use of marijuana and/or hashish.

Marijuana use impairs judgment, which can lead to behaviors that have lifelong negative consequences.

Marijuana is illegal. Using, holding, buying, or selling can result in school suspension or expulsion and a police record.

Marijuana can affect memory, learning, and motivation. Young people who use marijuana regularly report that they are unable to maintain satisfactory grades and performance levels. Class work, sports, activities, and personal relationships can fall by the wayside, lessening a young person's chances for a solid and productive future.

If young people don't take the consequences of marijuana use seriously—and if we as parents and other significant adults in these kids' lives don't help them understand these consequences—their dreams could go up in smoke.

[YOUR SIGNATURE]
[INSERT NAME AND TITLE]
[INSERT ORGANIZATION NAME]
[INSERT ADDRESS AND TELEPHONE NUMBER]

Type on your letterhead. Adapt for use in newsletters, brochures, flyers, etc.

Dozens of Ways to Keep Kids Busy

Research shows that young people who spend their free time involved in fun, challenging and constructive activities with peers and adults are much less likely to use drugs or alcohol.

VOLUNTEERISM

- Enroll them in Boy Scouts or Girl Scouts
- Clean up the neighborhood
- Urge them to help an older neighbor by taking out trash, shopping for groceries, etc.
- Urge them to set up or reorganize the library at your local place of worship
- Volunteer with them at a soup kitchen
- Encourage them to volunteer at a hospital
- Encourage them to read to patients at a local nursing home
- Help them to set up a recycling program in your neighborhood
- Help them coordinate a School Clean-Up
- Sign up the family to build houses with Habitat for Humanity
- Have them care for animals at the local SPCA
- Encourage them to write a letter to their member of Congress
- Ask them to paint old school buildings with you

ENTREPRENEURSHIP

- Have them advertise their babysitting services to friends and relatives
- Encourage them to become neighborhood dog walkers
- Employ them around the house—give them fix-it or clean-up projects
- Help them start a neighborhood newspaper reporting on the latest news
- Assign them weekly errands, such as shopping
- Encourage them to hold a "fun fair" for younger kids
- Hold a multifamily garage sale
- If possible, bring them to your office a few days a week to help out
- Help them start a petsitting service
- Have them research and make a budget for a major family purchase
- Help them start a business teaching older people how to use the computer

SPORTS/GAMES/ACTIVITIES

- Encourage them to play on a baseball, basketball, softball, or soccer team
- Make one day a week Adventure Day and explore places you haven't been
- Have them join a soccer team
- Register them for a scuba class
- Arrange for a game of Capture the Flag
- Organize a water-balloon fight
- Enroll them in a street-hockey league
- Coordinate a scavenger hunt
- Take them to the driving range to hit golf balls and improve their swing
- Install a basketball hoop in your driveway or yard
- Participate in nature walks together
- Have them join the swim team
- Urge them to take lifeguard training
- Take them horseback riding
- Hold a monthly swimming-and-pizza day
- Visit state parks and take guided hikes
- Get season passes to the local minor-league baseball team
- Take them camping, even if it is only in the backyard
- Establish an annual family mini-golf tournament
- Get a season pass to a nearby amusement park
- Help them build a soap-box car and then hold a derby
- Sign them up to be officials in kiddie sports leagues
- Organize a neighborhood Olympics
- Play flashlight tag on a warm night
- Build a skateboard park for kids
- Teach them to fish
- Take them bowling
- Schedule family game night
- Send them to cheerleading camp

–more–

EDUCATION/CLASSES

- Teach them astronomy and star gaze together
- Set aside space for a garden; help plan and plant it
- Send them to activities sponsored by religious institutions
- Help them start a global e-mail club
- Enroll them in fun classes (LEGO-building, etc.) at the local university
- Urge them to conduct a family history search on the Internet or at the library
- Enroll them in a CPR training class
- Help them start a book club
- Take them to zoos and museums
- Take a cooking class together
- Tell them to do a land survey of the 10 square blocks around your house
- Give them the camcorder, and let them make their own home movie
- Conduct science experiments
- Help them create their own Web site
- Encourage them to play the stock market and monitor their investments
- Help them start a collection (shells, coins, stamps)
- Inspire them to design their dream house
- Help them find a pen pal

CRAFTS

- Start a neighborhood art group
- Encourage them to paint a mural
- Teach them to do bark rubbings
- Build and maintain a birdfeeder
- Give them the supplies to create their own personalized stationery
- Have them find pictures of their favorite moments and make a scrap book
- Teach them to knit
- Set up a craft room for tie-dyeing T-shirts
- Show them how to create their own postcards
- Encourage them to write a song, and then let them record it
- Build a treehouse together
- Have them decorate pots and plant seedlings as gifts for the elderly
- Make sock puppets. Write a script together, then put on a show.

OTHER IDEAS

- Visit with grandparents
- Take them to a local pick-your-own farm and then feast on the produce
- Make homemade ice cream together
- Organize a pet parade
- Coordinate a weekly family film or video festival
- Organize a neighborhood block party
- Create and tend to an ant farm together
- Create an award for special achievements

Brief Anti-Drug Messages for Electronic Signs

ENGLISH

Messages using 28 (or fewer) characters are often used by banks and grocery stores to communicate public service messages to community members. The messages are placed in the business' electronic ticker tape and changed approximately once a week. Use your imagination to create other brief messages that can be used on signs, T-shirts, bumper stickers, or other novelty items.

ADULT MESSAGES

1. Talking to your kids about drugs? (28)
2. Mentor a child. Make a difference. (28)
3. All kids are at risk for drugs. (24)
4. Tell your child inhalants kill. (26)
5. Your teen listens. Start talking. (28)
6. Where is your kid after school? (26)
7. Reward a child for good behavior. (29)
8. Support local anti-drug activities. (31)
9. Your child is watching you. (22)
10. Drug use is not common or normal. (26)
11. Stay involved in your teen's life. (28)

YOUTH MESSAGES

1. Do adrenaline. Not drugs. (28)
2. Only scrubs do drugs. (20)
3. A dime could get you time. (23)
4. 420 can get you five to ten. (21) (420 is street slang term for marijuana)
5. Drugs. Don't go there. (22)

Brief Anti-Drug Messages for Electronic Signs

SPANISH

Messages using 28 (or fewer) characters are often used by banks and grocery stores to communicate public service messages to community members. The messages are placed in the business' electronic ticker tape and changed approximately once a week. Use your imagination to create other brief messages that can be used on signs, T-shirts, bumper stickers, or other novelty items.

1. **Tomalo suave sin drogas.**
   Take it easy without drugs.

2. **Date Gusto sin Drogas.**
   Have fun without drugs.

3. **Vive LO MÁXIMO sin drogas.**
   Live to the fullest without drugs.

4. **El ritmo es mejor sin drogas.**
   The rhythm (as in music) is better without drugs.

5. **¡Que Chula es la vida sin drogas!**
   Life is great without drugs!

6. **¡Que buena es la vida sin drogas!**
   Life is great without drugs!

7. **La vida es mejor sin drogas.**
   Life is better without drugs.

8. **Ponte en la onda sin drogas.**
   Get in the groove without drugs.

A Parent's Guide to Preventing Inhalant Abuse

Inhalant Abuse: It's Deadly. Inhalant abuse can kill.
It can kill suddenly, and it can kill those who sniff for the first time.

Every year, young people in this country die of inhalant abuse. Hundreds suffer severe consequences, including permanent brain damage; loss of muscle control; and destruction of the heart, blood, kidney, liver, and bone marrow.

Today, more than 1,000 different products are commonly abused. The National Institute on Drug Abuse reported in 1996 that one in five American teenagers have used inhalants to get high.

Many youngsters say they begin sniffing when they're in grade school. They start because they feel these substances can't hurt them, because of peer pressure, or because of low self-esteem. Once hooked, these victims find it a tough habit to break.

These questions and answers will help you identify inhalant abuse and understand what you can do to prevent or stop this problem.

What is inhalant abuse?
Inhalant abuse is the deliberate inhaling or sniffing of common products found in homes and schools to obtain a high.

What are the effects of inhalant abuse?
Sniffing can cause sickness and death. For example, victims may become nauseated, forgetful, and unable to see things clearly. Victims may lose control of their bodies, including the use of arms and legs. These effects can last 15 to 45 minutes after sniffing.

In addition, sniffing can severely damage many parts of the body, including the brain, heart, liver, and kidneys.

Even worse, victims can die suddenly—without any warning. Sudden Sniffing Death can occur during or right after sniffing. The heart begins to overwork, beating rapidly but unevenly, which can lead to cardiac arrest. Even first-time abusers have been known to die from sniffing inhalants.

What products are abused?
Ordinary household products, which can be safely used for legitimate purposes, can be problematic in the hands of an inhalant abuser. The following categories of products are reportedly abused: glues/adhesives, nail polish remover, marking pens, paint thinner, spray paint, butane lighter fluid, gasoline, propane gas, typewriter correction fluid, household cleaners, cooking sprays, deodorants, fabric protectors, whipping cream aerosols, and air conditioning coolants.

How can you tell if a young person is an inhalant abuser?
If someone is an inhalant abuser, some or all of these symptoms may be evident:

- Unusual breath odor or chemical odor on clothing.
- Slurred or disoriented speech.
- Drunk, dazed, or dizzy appearance.
- Signs of paint or other products where they wouldn't normally be, such as on the face or fingers.
- Red or runny eyes or nose.
- Spots and/or sores around the mouth.
- Nausea and/or loss of appetite.
- Anxiety, excitability, irritability, or restlessness.

–more–

What are other telltale behaviors of inhalant abuse?
Inhalant abusers also may exhibit the following signs:

- Sitting with a pen or marker near nose.
- Constantly smelling clothing sleeves.
- Showing paint or stain marks on the face, fingers, or clothing.
- Hiding rags, clothes, or empty containers of the potentially abused products in closets and other places.

What is a typical profile of an inhalant abuser in the United States?
There is no typical profile of an inhalant abuser. Victims are represented by both sexes and all socioeconomic groups throughout the U.S. It's not unusual to see elementary- and middle-school-age youths involved with inhalant abuse.

How does a young person who abuses inhalants die?
There are many scenarios in which young people die of inhalant abuse. Here are some of them:

A 13-year-old boy was inhaling fumes from cleaning fluid and became ill a few minutes afterward. Witnesses alerted the parents, and the victim was hospitalized and placed on life-support systems. He died 24 hours after the incident.

An 11-year-old boy collapsed in a public bathroom. A butane cigarette lighter and a plastic bag were found next to him. He also had bottles of typewriter correction fluid in his pocket. CPR failed to revive him, and he was pronounced dead.

A 15-year-old boy was found unconscious in a backyard. According to three companions, the four teenagers had taken gas from a family grill's propane tank. They put the gas in a plastic bag and inhaled the gas to get high. The victim collapsed shortly after inhaling the gas. He died on the way to the hospital.

What can you do to prevent inhalant abuse?
One of the most important steps you can take is to talk with your children or other youngsters about not experimenting, even a first time, with inhalants. In addition, talk with your children's teachers, guidance counselors, and coaches. By discussing this problem openly and stressing the devastating consequences of inhalant abuse, you can help prevent a tragedy.

If you suspect your child or someone you know is an inhalant abuser, what can you do to help?
Be alert for symptoms of inhalant abuse. If you suspect there's a problem, consider seeking professional help.

Contact [PROVIDE LOCAL DRUG REHABILITATION CENTER OR OTHER SERVICES AVAILABLE IN YOUR COMMUNITY], or:
National Inhalant Prevention Coalition • (800) 269-4237 • *www.inhalants.org*
National Drug and Alcohol Treatment Referral Service • (800) 662-HELP
National Clearinghouse for Alcohol and Drug Information • (800) 729-6686 • *www.health.org*

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The following are announcer-read PSA scripts. The samples show appropriate format for developing your organization's own 30-second PSAs. See Tab 4 for more tips on PSAs .

Radio Announcer PSA Scripts — Targeted to Youth

"Human Driftwood"
Length: 30 seconds
Target: Teens
Platform: Negative consequences

ANNOUNCER: Okay, we admit that smoking weed won't turn you into human driftwood. But getting high will definitely tap you in a lot of different ways. Take that brain of yours. When marijuana hits, brain function is compromised, messing with everything from motor skills to motivation, resulting in difficulty thinking, listening, and speaking. But, hey, why should I care? It's your brain.

This message brought to you by the Partnership for a Drug-Free America and **[YOUR ORGANIZATION'S NAME]**.

"Mess Up"
Length: 30 seconds
Target: Young Teens
Platform: Resistance skills

ANNOUNCER (intense, yet friendly): I know it isn't easy to say "no" when a friend offers you marijuana or some other drug. But here's a thought that might make it easier. Next time somebody asks "Hey, you wanna get high?" imagine what they're really saying is, "Hey, you wanna mess up?" See, studies have shown that marijuana and other drugs can make you mess up…as in doing poorly in school…even performing worse in sports. So, just substitute "mess up" for "getting high" from now on…which should be easy for a smart kid like you.

This message brought to you by the Partnership for a Drug-Free America and **[YOUR ORGANIZATION'S NAME]**.

Radio Announcer PSA Scripts — Targeted to Parents

"Believe It or Not"
Length: 30 seconds
Target: Parents
Platform: Personal efficacy

ANNOUNCER: Believe it or not, when it comes to marijuana, the first thing your kids think about is you. They worry that they'll disappoint you, or mess up the relationship they have with you. And, if they use marijuana, eventually they will. So tell them how you feel about marijuana. Because, when it comes to telling your kids about pot, the most important voice they'll hear is yours.

This message brought to you by the Partnership for a Drug-Free America and **[YOUR ORGANIZATION'S NAME]**.

-more-

"Never Too Soon"
Length: 30 seconds
Target: Parents
Platform: Parenting skills

ANNOUNCER: When is the right time to start talking with children about drugs? Before they see or hear any pro-use messages or images. Before anyone their age has used it. Before they have a way to obtain it. Before anyone encourages them to try it. Before it becomes their first step toward substance abuse, school problems, health and safety risks, and illegal activity. Reality check: It's never too soon to talk to your kids about drugs. **Contact [INSERT YOUR ORGANIZATION NAME AND CONTACT INFORMATION]** or the National Clearinghouse for Alcohol and Drug Information at 1-800-729-6686 for tips on getting started.

This message brought to you by the Partnership for a Drug-Free America and **[YOUR ORGANIZATION'S NAME]**.

"Now You Know"
Length: 30 seconds
Target: Parents
Platform: Your child at risk

ANNOUNCER: If you knew that substance abuse starts at younger ages than ever before— even in elementary school—you'd talk to your kids about drugs right now, wouldn't you? If you knew that kids who use marijuana are more likely to be involved in violence, school failure, or injuries, you'd do what you could to prevent it, right? Reality check: Marijuana's a drug, and we need to help our kids understand that. Find out how. Call the National Clearinghouse for Alcohol and Drug Information at 1-800-729-6686 for more information or **contact [INSERT YOUR ORGANIZATION NAME AND CONTACT INFORMATION]** for information on local anti-drug activities.

This message brought to you by the Partnership for a Drug-Free America and **[YOUR ORGANIZATION'S NAME]**.

"Keeping Busy"
Length: 30 seconds
Target: Parents
Platform: Parenting skills

ANNOUNCER: When the school day ends, where do your kids go? Do you know? Have you asked? The after-school hours (between 3 and 6) can be the most important hours in your child's entire day, because it is the time when kids and teens are often unsupervised and may begin experimenting with drugs. Fortunately, there are several things you can do to put your mind at ease and keep your teens and pre-teens out of trouble. Encourage your children to get involved in after-school activities such as athletics and drama; get to know their friends; and monitor how they spend their time. Call 1-800-729-6686 for a free copy of *Keeping Youth Drug-Free* or **contact [INSERT YOUR ORGANIZATION NAME AND CONTACT INFORMATION]** for information on what drug prevention efforts are being conducted in **[INSERT YOUR COMMUNITY]**.

This message brought to you by the Partnership for a Drug-Free America and **[YOUR ORGANIZATION'S NAME]**.

10 Actions Families Can Take to Raise Drug-Free Kids
Template type: Flyer
Message platform: Parenting skills
Target: Parents

Type on your letterhead. Adapt for use in newsletters, brochures, flyers, etc.

10 Actions Families Can Take to Raise Drug-Free Kids

START: It is never too early to prevent your children from trying drugs. Building protective factors, such as letting your child know you care, plays an important role in protecting even the youngest children from drugs.

CONNECT: Take every opportunity to build lines of communication with your children. Do things as a family. Spend time together—eat dinner as a family, read together, play a game, visit a museum, go to the park, attend religious services. Show that fun doesn't involve drugs.

LISTEN: Take a more active interest in what is going on in your children's lives. Listen to their cares and concerns. Know what they are up to—what parties they are going to, with whom, and what will be served or available.

LEARN: Children today are sophisticated. To educate your child about the danger of drugs, you need to educate yourself first. In many cases, you and your child can learn side by side. Sit down together and learn about the risks drugs pose.

EDUCATE: Spend at least 30 minutes with your kids every month explaining with simple facts how drugs can hurt youngsters and destroy their dreams.

CARE: Spend at least a few minutes each day telling and showing your children that you care. Make sure they know you care they are drug-free. Explain to your child that you will always be there for them, no matter what happens. Make sure that they know to come to you first for help or information. The extended family plays a major role in influencing a child's life.

BE AWARE: Look for the warning signs that your child may be developing a substance abuse problem and get help before the problem occurs. Your pediatrician can help.

SET LIMITS: By setting limits on what is acceptable behavior, you show your children you care and help guide them to a safer, drug-free future. Declare limits: "This family doesn't do drugs. This family doesn't hang around people who do drugs." Enforce these limits. If you say no drugs or no drinking and driving, the rule applies to parents, too. Be consistent.

GET INVOLVED: Effective prevention extends beyond the home into the community. Get involved in your community. Ensure that your community's streets, playgrounds, and schools are safe and drug-free. Start or join a community watch group or community anti-drug coalition. Become active in the PTA. Get involved in your church, synagogue, or faith community.

LEAD: Young people are as aware of what you do as of what you say. Don't just say the right things; do the right things. Set a good example. If you have a substance-abuse problem, get help.

The National Clearinghouse for Alcohol and Drug Information (NCADI) offers free, valuable information about parenting. Contact NCADI at (800) 729-6686 (TDD (800) 487-4889) or on the World Wide Web at www.health.org/. *Also on the Web, visit* www.theantidrug.com/. *To find out more about the National Youth Anti-Drug Media Campaign, visit* www.mediacampaign.org/.

National Youth Anti-Drug Media Campaign

BEST COPY AVAILABLE

What is the National Youth Anti-Drug Media Campaign?
Template type: **Campaign Backgrounder**
Message platform: **General Campaign**
Target: **Adults**

Type on your letterhead. Use as is or adapt and distribute to local news media, community organizations or other individuals and groups seeking information about ONDCP's National Youth Anti-Drug Media Campaign. See Tab 3 for more on developing and using fact sheets.

What is the National Youth Anti-Drug Media Campaign?

In 1998, the White House Office of National Drug Control Policy (ONDCP) launched the ground-breaking National Youth Anti-Drug Media Campaign to educate and empower America's youth to reject illicit drugs. With local involvement critical to the Campaign's success, **[INSERT YOUR ORGANIZATION NAME]** has joined ONDCP's initiative to help extend its anti-drug messages to **[INSERT YOUR CITY/TOWN]**.

- The Campaign's five-year initiative to reduce and deglamorize youth drug use targets middle-school-age adolescents (approximately 11 to 13 years old), parents, and other influential adults.
- The integrated communications Campaign delivers anti-drug messages to kids and parents where they live, work, and play through advertising, the Internet, movies, music and television, public education efforts, and community partnerships.
- The Campaign is designed to support the anti-drug activities of **[INSERT YOUR ORGANIZATION]** and public/private partnerships among schools, churches, civic organizations, and other groups, creating a vast community-based network to encourage kids to stay drug-free.
- The Campaign will spend about $180 million per year in advertising—and receive a pro bono match of equal value from the entertainment industry, media, corporations, and other advertisers—to expose young people to innovative anti-drug messages that reinforce the ads. For more than a year, TV ads have run nationwide during prime time.
- Nearly a year of research went into designing the Campaign. Hundreds of specialists were consulted, including experts in behavior change, drug prevention, teen marketing, and advertising communications, as well as representatives from professional, civic, and community organizations. The Campaign raises the bar for public service initiatives because of its unprecedented level of accountability. It will be constantly monitored, evaluated, and updated to ensure that it effectively reaches teens and their parents.

Core Messages to Youth

- Most teens do not use drugs (more than 56 percent of teenagers reported never trying pot).
- Getting high has negative consequences; staying drug-free has many positive consequences.
- Young people can learn how to make good decisions that help them resist negative peer pressure .
- There are positive ways young people can spend their time rather than wasting it on drugs.

Core Messages to Adults

- Every child, even yours, is at risk for drugs.
- Talk with your child about drugs.
- There are simple, effective actions parents can take to help children avoid drugs, such as:
  - staying involved in a child's activities and knowing his or her friends and parents
  - making sure kids have after-school activities that are structured and supervised
  - encouraging a child to follow the rules, or suffer negative consequences

For More Information:

[INSERT YOUR ORGANIZATION NAME, PHONE NUMBER, AND WEB SITE ADDRESS (IF AVAILABLE) HERE]

The National Clearinghouse for Alcohol and Drug Information (NCADI) offers free, valuable information about illicit drugs that parents and others can share with young people. Contact NCADI at (800) 729-6686 (TDD (800) 487-4889) or on the World Wide Web at www.health.org/. *To find out more about the National Youth Anti-Drug Media Campaign, visit* www.mediacampaign.org/.

The National Youth Anti-Drug Media Campaign Q & A
Template type: **Campaign Q & A**
Message platform: **General Campaign**
Target: **Adults**

These frequently asked questions can serve as a backgrounder on the ONDCP Media Campaign to be distributed to internal staff or other organizations within your community who may need general information. The answers may serve as talking points when discussing the Campaign with external audiences.

The National Youth Anti-Drug Media Campaign Questions & Answers

Q: *What is the purpose of the White House Office of National Drug Control Policy's (ONDCP) National Youth Anti-Drug Media Campaign?*

A: To keep young people from starting to use illegal drugs and to convince occasional users to stop.

Q: *Who is the Campaign designed to reach?*

A: The Campaign has three primary audiences:

- middle-school adolescents, ages 11 to 13
- their parents
- other primary caregivers and influential adults, such as teachers, coaches, and grandparents

Q: *Why is the Campaign focusing on such young kids—aren't high-school kids the real problem?*

A: Numerous studies on drug use indicate that adolescents, in making the transition from elementary to middle school, are the most vulnerable. In fact, the transition from age 12 to 13 now marks the period for

- the most dramatic increase in kids' exposure to drugs
- a decisive shift in kids' attitudes about drugs
- a significant change in parental involvement in their children's lives

Also, between age 12 and 13 the proportion of teens who say they could buy marijuana if they wanted to more than triples, from 14 to 50 percent, and the percentage of teens who say they rely most on their parents' opinions when making important decisions drops by almost one-third, from 58 percent to 42 percent.

A 1997 Partnership Attitude Tracking Study on youth sponsored by the Partnership for a Drug-Free America indicates that while just 5 percent of 4th to 6th grade students have tried marijuana, 27 percent of 7th to 8th grade students have done so. This dramatic increase in drug use is a result of a sharp decline in their anti-drug attitudes and beliefs.

Q: *In today's society, is it realistic to think that a parent can really make a difference in keeping his or her kids from drugs?*

A: Many parents may feel that they have little influence over their children's choices as they move into adolescence. However, research indicates that parents have considerable influence over the attitudes, choices, and behavior of their pre-teens and teenagers.

–more–

Q: *How much money is being spent on the Campaign?*

A: Congress has recognized that communicating this critical anti-drug message to such diverse audiences requires substantial resources, and has earmarked about $180 million per year for up to five years. The Campaign has ensured that this money goes farther than its face value by instituting a pro bono match component. Every media outlet that accepts the Campaign's paid advertising must match the government's purchase with an equal value of service in the form of public service announcement (PSA) time or space, or other programs or activities related to youth substance-abuse prevention.

Q: *Why is the Campaign important to the country and to our community?*

A: Illicit drug use continues to stalk America's youth, especially our youngest teens. Young people are trying drugs at earlier ages than ever before. The high costs are seen in school failure, theft, violence, and unsafe sex, often tied to illicit drug use. In fact, most of the causes of teenage deaths—car accidents, homicides, injuries, and suicides—are more likely to occur when kids are under the influence of psychoactive substances.

And in our community, we can see these consequences….[INSERT LOCAL DRUG USE DATA/TREND INFORMATION – For statistics, contact your local or state drug & alcohol abuse office.]

Given the facts, we can't afford to do nothing!

To encourage young people to live drug-free, **[INSERT YOUR ORGANIZATION NAME]** is playing a critical part in the National Youth Anti-Drug Media Campaign.

Q: *How is the Campaign measuring its effectiveness?*

A: The Campaign is utilizing a number of highly sophisticated evaluation and measurement techniques to track the reach and influence of its advertising, interactive, community outreach, and entertainment-related programs.

Q: *What role does* **[INSERT YOUR ORGANIZATION NAME]** *play in the Campaign?*

A: To achieve the Campaign's ambitious goals, community-focused programs must play a major role. Every community, every family, and every youth differs in the degree of risk posed by the presence, availability, and use of illicit drugs. Add to that the need for youth and adults to have a familiar and trusted source of information, and the importance of groups such as **[INSERT YOUR ORGANIZATION NAME]** becomes even more evident. That's why we are supporting the Campaign by **[INSERT EXAMPLES OF YOUR GROUP'S PROGRAMS AND ACTIVITIES]**

For more information about the Campaign:
[INSERT YOUR ORGANIZATION NAME, PHONE NUMBER, AND WEB SITE ADDRESS (IF AVAILABLE) HERE] *or The National Clearinghouse for Alcohol and Drug Information (NCADI) offers free, valuable information about illicit drugs that parents and others can share with young people. Contact NCADI at (800) 729-6686 (TDD (800) 487-4889) or on the World Wide Web at* www.health.org/. *To find out more about the National Youth Anti-Drug Media Campaign, visit* www.mediacampaign.org/.

The following may be used as a guide for you to write your own article under the byline of your organization's leader. Tailor this sample, as appropriate, to the newsletter's style and formatting requirements.

[YOUR ORGANIZATION'S NAME] HELPS PARENTS AND KIDS HEAR DRUG PREVENTION MESSAGES LOUD AND CLEAR

By [LEADER'S NAME AND TITLE]

[INSERT APPROPRIATE LOCAL ANECDOTE SHOWING A YOUNG PERSON SPEAKING OUT ABOUT HIS OR HER OWN EXPERIENCE WITH DRUGS, POSITIVE OR NEGATIVE, OR USE THE ONE BELOW.]

"…before the party, we decided to try ecstasy, because we heard it was pretty good. Within 15 minutes, I started sweating, getting nervous, and looking around suspiciously. When we got to the party, my insides were burning, so I drank water… then I passed out. My fingers and toes were purple, my eyes dilated, and I thought I was dying. The paramedic told my dad over the phone that I might not make it. My heart stopped in the ambulance and they had to perform CPR to revive me… The doctors told me I was lucky to be alive. It was the scariest experience of my life and I vowed never to do drugs again. Most of the people at the party who saw me have also sworn to stay straight."

Recently, I overheard this story. I wasn't touring a drug rehabilitation center or watching a documentary on public television. I was monitoring a bulletin board on a new teen-focused Web site called *Freevibe.com* **[OR TAILOR OPENING SENTENCE TO FIT WITH LOCAL ANECDOTE]**. Hundreds of similar responses from kids speaking out on the issue of drugs, violence, and prevention land on this and other computer bulletin board sites every week. Kids know what they're talking about, and they know where to go when they want to vent.

As director **[TITLE]** of **[INSERT YOUR ORGANIZATION NAME],** I understand that it is critical to become involved with our kids, supervise their free time, and pay attention to their activities, whether they are visiting a friend, at soccer practice, watching TV, or surfing online.

Whether parents, neighbors, or teachers, we all have the responsibility and opportunity to listen to and serve as a positive influence on kids. This is just one of the main messages to adults from the White House Office of National Drug Control Policy (ONDCP) in its National Youth Anti-Drug Media Campaign. **[INSERT YOUR ORGANIZATION NAME]** is proud to help extend ONDCP's efforts here in **[INSERT COMMUNITY/CITY NAME].**

[INSERT YOUR ORGANIZATION NAME] has joined ONDCP's five-year initiative to reduce youth drug use, especially among middle-school-age adolescents (approximately 11 to 13 years old). The integrated communications Campaign delivers anti-drug messages to kids and parents through advertising, the Internet, movies, music, television, public-education efforts, and community partnerships.

–more–

As part of this National Youth Anti-Drug Media Campaign, **[INSERT YOUR ORGANIZATION NAME]** is empowering parents and other adults in **[INSERT COMMUNITY/CITY NAME]** to get involved in kids' lives through **[DESCRIBE YOUR PROGRAM HERE].**

The local efforts at **[INSERT YOUR ORGANIZATION NAME]** are designed to complement the national anti-drug Campaign and will help provide a surround sound effect for **[INSERT COMMUNITY/CITY NAME]'s** children and parents that can't be ignored.

To join us in this critical effort to foster healthy kids and healthy communities, contact [**INSERT YOUR ORGANIZATION NAME AND PERSON TO CONTACT**] at **[PHONE NUMBER].**

[INCLUDE A SENTENCE ABOUT YOUR ORGANIZATION AND MISSION.]

OPTIONAL REFERENCE: *The National Clearinghouse for Alcohol and Drug Information (NCADI) offers free, valuable information about illicit drugs that parents and others can share with young people. Contact NCADI at (800) 729-6686 (TDD (800) 487-4889) or on the World Wide Web at* www.health.org/. *To find out more about the National Youth Anti-Drug Media Campaign, visit* www.mediacampaign.org/.

Type on your letterhead and adapt to reflect your agency's or organization's mission before sending to local agencies or chapters.

[DATE]

Dear **[AGENCY/CHAPTER LEADER]:**

Since **[YEAR], [NAME OF AGENCY/ORGANIZATION]**, has proudly contributed time, talent, and other resources to help build a strong, healthy, and drug-free community. **[AGENCY/ORGANIZATION]** staff/members have always given 110 percent to these worthy efforts, and this track record of caring makes me confident of your support as a partner in the National Youth Anti-Drug Media Campaign.

It seems that at almost every turn, America's youngsters receive the wrong messages about drugs—*Drugs Are Cool—Everybody Uses Them*. Commitment to the Campaign from **[AGENCY/ORGANIZATION]** staff/members can ensure that the truth about substance abuse is delivered to kids and their families—*Drugs Ruin Lives—Drugs Take Lives.*

There are many ways for **[AGENCY/ORGANIZATION]** to participate in the National Youth Anti-Drug Media Campaign—organizing letter-writing drives; establishing teen-mentoring programs; sponsoring special anti-drug education, outreach, and creative events for kids and families. Opportunities abound.

The enclosed *Media Tool Kit for Anti-Drug Action* not only provides background information about the Campaign, but also includes valuable resources for getting your agency's/chapter's members involved in this most important work.

Your enthusiasm and dedication will inspire others to join the Campaign, and this growing energy will help make a drug-free future for our children a reality.

America's children need **[AGENCY/ORGANIZATION'S]** help. Your staff/members are asked to give their all—I know I can count on their usual 110 percent and I thank you.

Sincerely,

[YOUR SIGNATURE]
[INSERT NAME AND TITLE]

Recruit State Organizations
Template type: **Cover Letter**
Message platform: **General Campaign**
Target: **Adults**

Type on your letterhead and adapt to reflect your agency's or organization's mission before sending to state agencies or chapters.

[DATE]

Dear **[AGENCY/CHAPTER LEADER]:**

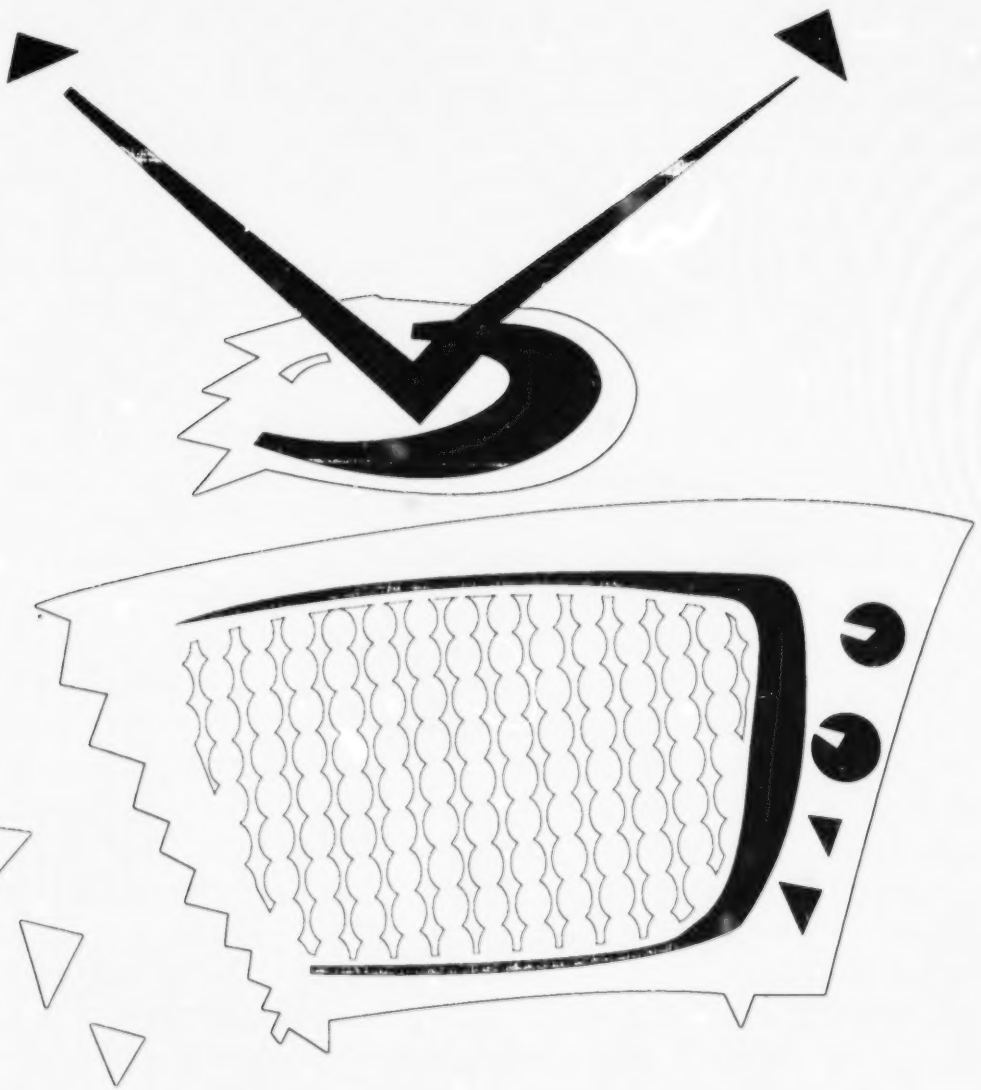
As a leader in a state organization/agency, you have the potential to lead a group of people to successful outcomes. One of those outcomes can be keeping kids drug-free. In partnership with the White House Office of National Drug Control Policy, **[YOUR AGENCY/ORGANIZATION]** can help youth in **[STATE]** avoid the perils of substance abuse. By fighting this problem, not only will **[YOUR AGENCY/ORGANIZATION]** become internally stronger, but you'll be recognized as a state leader in helping to enhance the lives of area children.

The easiest way to achieve this goal is to become part of the National Youth Anti-Drug Media Campaign. Efforts are already under way to rid **[STATE]** of youth substance abuse. This *Media Tool Kit for Anti-Drug Action* will provide you with the tools you can use to not only motivate your agency/organization, but recruit others to the cause.

Your help is needed to educate our youth to reject drugs. Your efforts are critical to reinforcing prevention messages and ensuring they reach youth and adults at school, at work, and at play. The National Youth Anti-Drug Media Campaign is designed to do just that. Make a difference by playing an active role in the success of the Campaign—the first step is reading the enclosed materials.

Sincerely,

[YOUR SIGNATURE]
[INSERT NAME AND TITLE]



Pro Bono Match

TOPICS:
Dollar-for-Dollar Match
Complementary Messages
The 102 Target Media Markets

Guidelines for Selecting PSAs
- ✓ Eligibility Criteria:
  - Messages
  - Organizations
  - Creative Products

Frequently Asked Questions about Local Matching

DOLLAR-FOR-DOLLAR MATCH

One major component distinguishes the National Youth Anti-Drug Media Campaign from all other anti-drug initiatives: the requirement that media outlets match the value of the paid advertising. Under this innovative pro bono matching strategy, every dollar spent requires an equivalent dollar match from the respective media outlet in the form of either free public service announcements (PSAs) or other services.

The match can take many forms, from free advertising space or time, printed newspaper inserts, or broadcast programming to sponsorship of community events. Media outlets are also required to maintain the same level of PSA support outside the match as in the past. Compliance is monitored by The Partnership for a Drug-Free America (PDFA). Suppliers who refuse to give the match or maintain their support of PSA advertising will have their Campaign advertising buy withdrawn.

The pro bono match enables the Campaign to effectively double its investment by yielding considerable dividends in the form of additional public-service advertising and corresponding activities that reinforce Campaign themes. Complementary PSA opportunities are shared with organizations that advocate Campaign goals so they can promote messages on related themes, such as mentoring, crime, and underage alcohol use. The pro bono match also provides these groups with other innovative ways to get involved in the Campaign. These may vary from co-sponsoring a major auto show to showcasing the anti-drug message at a booth at a sporting event. If you are approached to participate in any pro bono events, seize the opportunity to raise awareness for your organization's mission.

COMPLEMENTARY MESSAGES

To support local PSA placement, ONDCP is making the National Youth Anti-Drug Media Campaign's pro bono match opportunities available to local nonprofit organizations and government agencies across the country.

If your nonprofit organization is located in any of the 102 media markets where ONDCP is purchasing advertising you may submit PSAs to be reviewed for possible placement as part of the free matching advertising slots. Since the Campaign does not cover issues related to underage alcohol use, the pro bono match offers a great opportunity to expand into this area.
It is important to note that messages for the match target both children and adults and include direct prevention messages as well as messages that are tangentially related to drug use and abuse. (See guidelines in this tab.) Examples of messages that are not direct drug messages but qualify for the match are PSAs that promote adult involvement in children's lives through mentoring programs, and messages that publicize after-school programs for children. While these messages are not drug-specific, few would argue the value of such programs to help reduce the risk of drug usage among the target audience.

The American Advertising Federation (AAF), the largest advertising association in the country, is tapping its nationwide network of local ad clubs and federations to collect and review PSAs for ONDCP. The AAF, with help from the National Association of State Alcohol and Drug Abuse Directors (NASADAD), screens ads for organizational and message requirements as defined by ONDCP's guidelines. Panels in the top 102 markets receive and review your PSAs using the guidelines written by ONDCP and summarized in this tab.

If you are located in any of the 102 *local* target markets and wish to submit PSAs for consideration by the AAF review panel in that area, call the AAF at (800) 999-2231. The AAF will put you in touch with a contact person in your market to whom PSAs can be submitted. For additional information, connect to the AAF's Web site at *www.AAF.org/ondcp.htm/*.

Organizations wishing to submit PSAs for *national* placement through the national pro bono match should contact the Ad Council at (212) 922-1500 or visit the Ad Council's Web site at *www.Adcouncil.org/*.

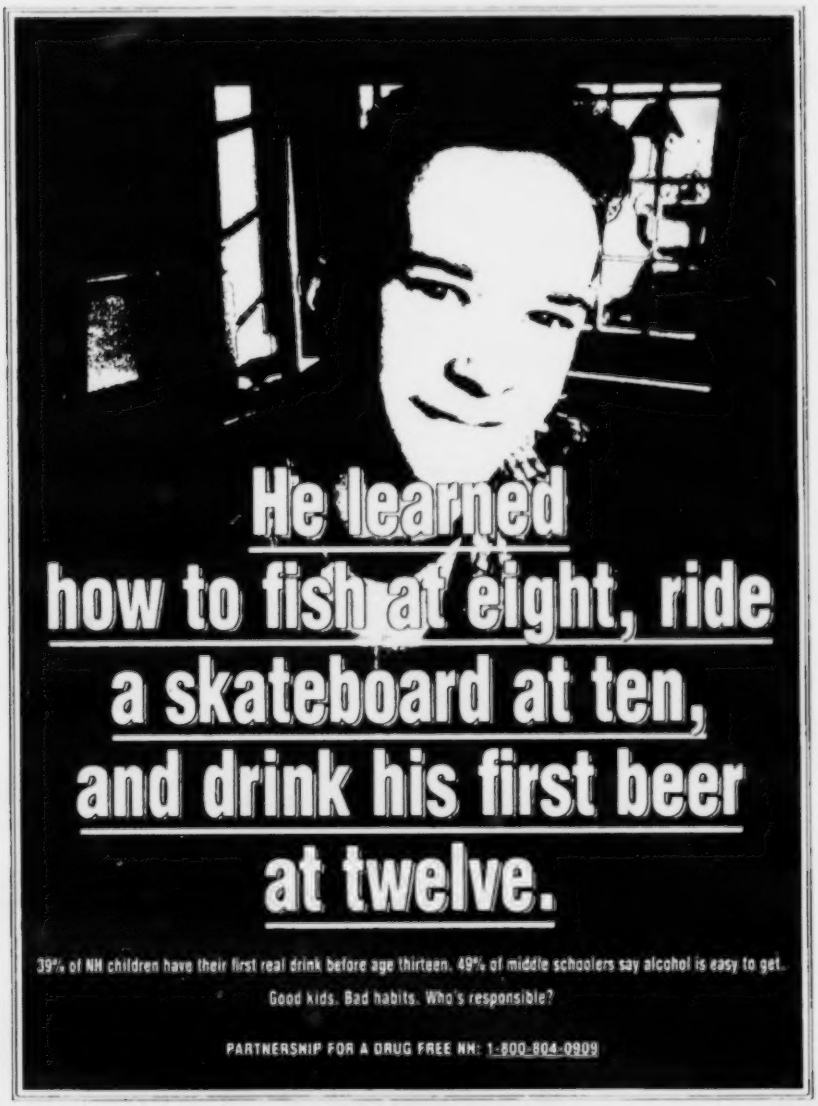
THE 102 TARGET MEDIA MARKETS (listed by market size)

The campaign buys media time and space for PSAs in these 102 target markets in order to reach young people and parents at least four times a week.

New York
Los Angeles
Chicago
Philadelphia
San Francisco/Oakland/San Jose
Boston
Washington, DC
Dallas/Fort Worth
Detroit
Atlanta
Houston
Seattle/Tacoma
Cleveland
Minneapolis/St. Paul
Tampa/St. Petersburg/Sarasota
Miami/Fort Lauderdale
Phoenix
Denver
Pittsburgh
Sacramento/Stockton/Modesto
St. Louis
Orlando/Daytona Beach/Melbourne
Baltimore
Portland
Indianapolis
San Diego
Hartford/New Haven
Charlotte
Raleigh/Durham
Cincinnati
Kansas City
Milwaukee
Nashville
Columbus, OH
Greenville/Spartanburg/Asheville/ Anderson
Salt Lake City
Grand Rapids/Kalamazoo/Battle Creek
San Antonio
Norfolk/Portsmouth/Newport News
Buffalo
New Orleans
Memphis
West Palm Beach/Fort Pierce
Oklahoma City
Harrisburg/Lancaster/Lebanon/ York
Greensboro/High Point/Winston Salem
Wilkes Barre/Scranton
Albuquerque/Santa Fe
Providence/New Bedford
Louisville
Birmingham
Albany/Schenectady/Troy
Dayton
Jacksonville/Brunswick
Fresno/Visalia
Little Rock/Pine Bluff
Charleston/Huntington
Tulsa
Richmond/Petersburg
Austin
Las Vegas
Mobile/Pensacola
Flint/Saginaw/Bay City
Knoxville
Wichita/Hutchinson Plus
Toledo
Lexington
Roanoke/Lynchburg
Des Moines/Ames
Green Bay/Appleton
Honolulu
Syracuse
Spokane
Omaha
Rochester
Shreveport
Springfield, MO
Tucson
Paducah/Cape Girardeau
Portland/Auburn
Champaign/Springfield/Decatur
Huntsville/Decatur/Florence
Fort Myers/Naples
Madison
South Bend/Elkhart
Chattanooga
Cedar Rapids/Waterloo/Dubuque
Columbia, SC
Davenport/Rock Island/Moline
Jackson, MS
Burlington/Plattsburgh
Johnstown/Altoona
Johnson City/Kingsport/Bristol
Colorado Springs/Pueblo
Evansville
Waco/Temple/Bryan
Youngstown
Baton Rouge
El Paso
Savannah
Boise
Sioux City

GUIDELINES FOR SELECTING PSAs

Eligible messages deter behavior that may lead to substance abuse among youth and include those that promote healthy activities, behavior, and environments. Announcements of community calendar events do not qualify for the match.


He learned how to fish at eight, ride a skateboard at ten, and drink his first beer at twelve.
39% of NH children have their first real drink before age thirteen. 49% of middle schoolers say alcohol is easy to get.
Good kids. Bad habits. Who's responsible?
PARTNERSHIP FOR A DRUG FREE NH: 1-800-804-0909

ELIGIBILITY CRITERIA: MESSAGES

Eligible campaign messages include those that:

- ✔ *Educate and support the development of good parenting practices.*
- ✔ *Encourage greater parental and caregiver involvement* in a child's upbringing, as well as effective drug-prevention parenting strategies.
- ✔ *Promote early childhood development programs* that strengthen the parent-child relationship.
- ✔ *Promote opportunities for youth* through programs and services during and after school, such as mentoring.
- ✔ *Foster high expectations and self-esteem* for youth.
- ✔ *Prevent drug abuse,* including underage tobacco and alcohol use.
- ✔ *Emphasize the connection between drugs and crime and violence.*
- ✔ *Emphasize the connection between substance use/abuse and AIDS.*
- ✔ *Emphasize substance abuse treatment options* for youth.

ELIGIBILITY CRITERIA: ORGANIZATIONS

Organizations and their campaigns must meet the following criteria to be eligible

- ✔ The campaign must be sponsored by a legally recognized nonprofit organization or government agency.
- ✔ Nonprofit organizations should be in compliance with guidelines of the council of Better Business Bureau's Philanthropic Advisory Service or those of the National Charities Information Bureau, and must provide ONDCP and its advisors with a 501(c)(3) IRS tax-exempt certificate.
- ✔ Public service messages created by the media must be co-sponsored by a nonprofit that meets the above criteria.
- ✔ Messages that do not directly benefit the mission of a nonprofit or government agency will not be eligible. No message with any commercial benefit or commercial advertiser identification will be eligible.

ELIGIBILITY CRITERIA: CREATIVE PRODUCTS

The creative must meet the following criteria to be eligible:

- ✔ The creative message must be relevant for the local market.
- ✔ The technical execution of the PSA must meet criteria acceptable for the local market.

FREQUENTLY ASKED QUESTIONS ABOUT LOCAL MATCHING

Q. What media does ONDCP accept?
A. Television and radio PSAs may qualify for local matching opportunities.

Q. What video and audio submission formats are acceptable?
A. Organizations submitting video or audio PSAs to local panels may use the following formats:

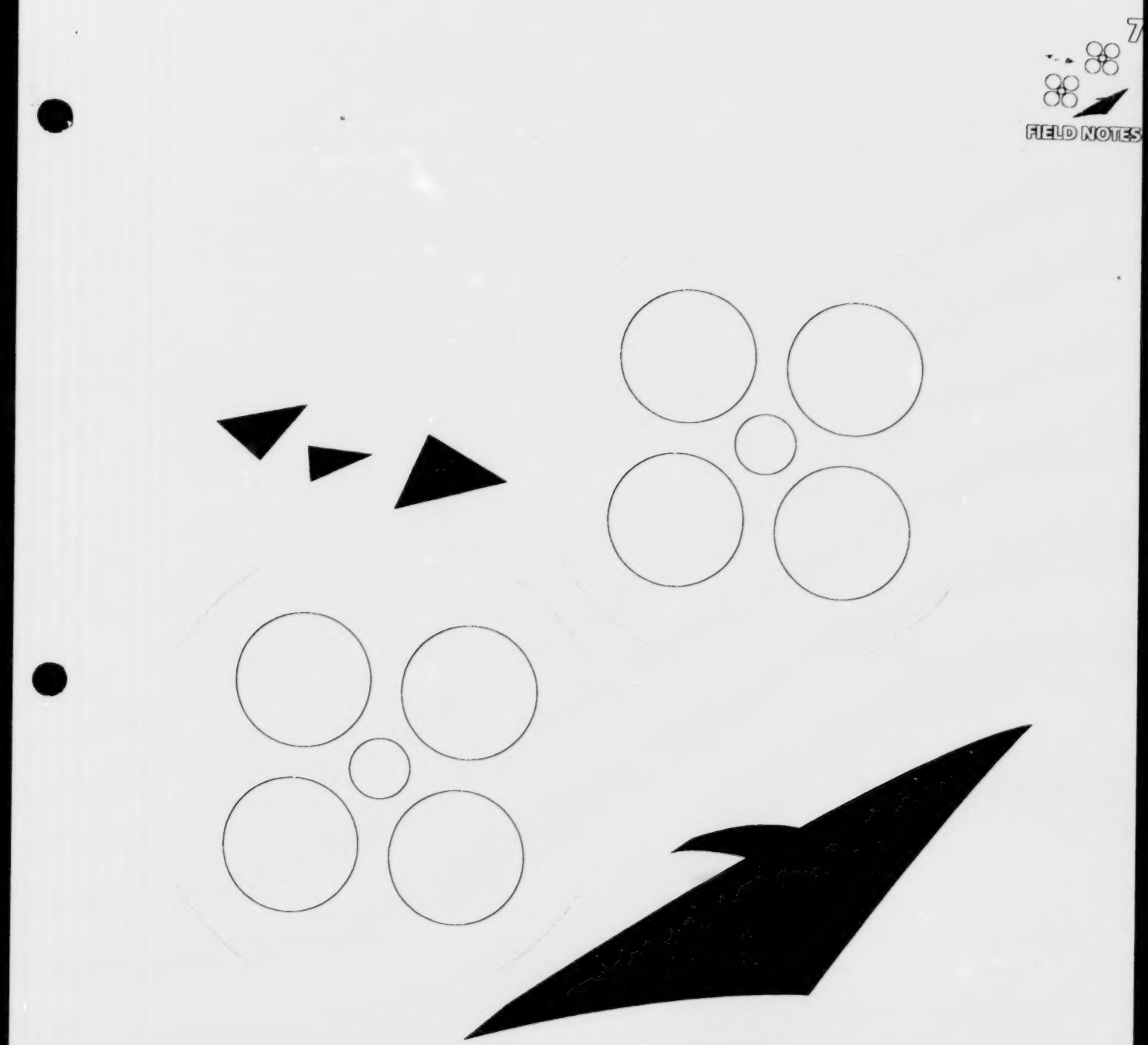
- ✔ Television PSAs: 3/4 inch and Beta video tape.
- ✔ Radio PSAs: For best quality, a digital audio tape (DAT) is preferable, but standard cassette tapes may also be acceptable.

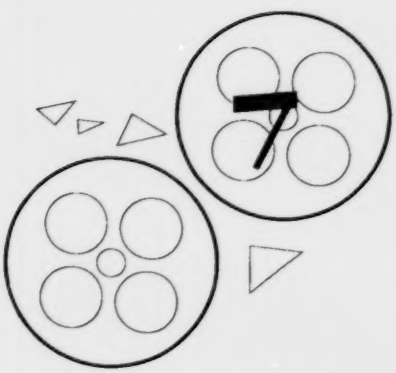
Q. What information is required from organizations submitting PSAs?
A. Organizations submitting PSAs must include the following information with their submission(s):

- ✔ Contact name, address, telephone number.
- ✔ Title(s) of the PSA(s) submitted.
- ✔ Length of the PSA(s) submitted.
- ✔ A copy of each PSA in one of the acceptable formats.
- ✔ Specific target audience.
- ✔ Communication objective.
- ✔ Any research results indicating the effectiveness of each message.
- ✔ Proof that the organization has the right to use any talent that is included in the PSA.
- ✔ Substantiation of any quantitative statements included in the PSA—sources of statistics.
- ✔ Proof of the organization's nonprofit status, such as a 501(c)(3) IRS tax-exempt certificate.
- ✔ Proof that the organization is in compliance with the guidelines of the Council of Better Business Bureau's Philanthropic Advisory Service or those of the National Charities Information Bureau.

Q. What happens if a PSA is found eligible?

A. Eligible PSAs are sent to ONDCP's media buyer. They are then put on a master reel for your local market and are eligible to be placed for free in the matching time slots. The media buyer will handle all placements of eligible spots in your community.


FIELD NOTES



7 Field Notes

TOPICS:

Stakeholder Communications
- ✔ Media Campaign Flash E-mail
- ✔ *UPDATE*, the Campaign Newsletter
- ✔ Web Sites

Implementing Adult Strategic Messages in the Field
Implementing Youth Strategic Messages in the Field
Field Notes—Feedback Form

One of the best ways to ensure success is to follow models of successful programs. Please take a moment to complete the questionnaire in this tab to help us learn how you have been able to increase awareness and facilitate community involvement in the Campaign.

STAKEHOLDER COMMUNICATIONS

To track the Campaign's progress, a number of communications vehicles are available at no charge.

MEDIA CAMPAIGN FLASH E-MAIL

Media Campaign Flash is a periodic e-mail service that features the Campaign's latest initiatives, information resources, and partnership opportunities. To request a free subscription, send an e-mail message to *nyac@aed.org* and write the message: SUBSCRIBE TO MEDIA CAMPAIGN FLASH.

UPDATE, THE CAMPAIGN NEWSLETTER

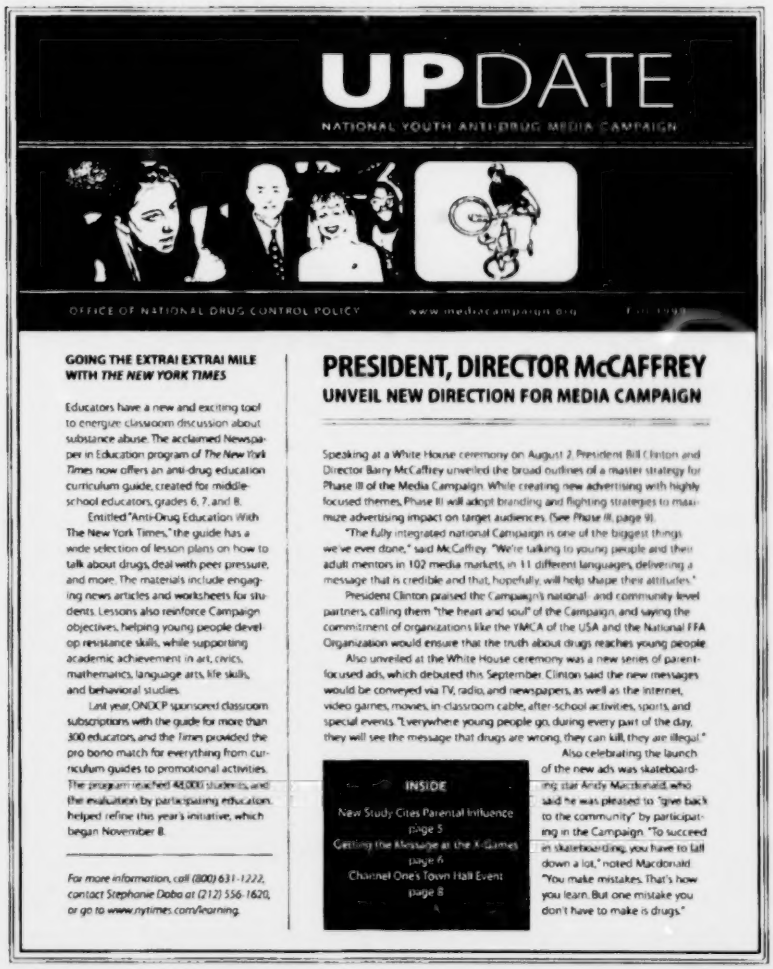
UPDATE is the Campaign's quarterly newsletter. This free publication, available via U.S. mail, provides Campaign progress reports; highlights national, regional, and local success stories; and offers resources, contacts, and partnership opportunities to help tie your prevention efforts and programs to the Campaign. *UPDATE* is also available on the Web at *www.mediacampaign.org/*.

UPDATE, cont'd.

To receive a free subscription to *UPDATE*, send an e-mail message to *nyac@aed.org*.

Subject line: UPDATE Newsletter Request
Message block: First name, last name, title
Organizational affiliation
Street address
City, State, ZIP Code
Phone number
Fax number
E-mail address
Organizational Web site URL

Or fax the information to (202) 884-8448, Attn: Partner Database.



UPDATE

NATIONAL YOUTH ANTI-DRUG MEDIA CAMPAIGN

OFFICE OF NATIONAL DRUG CONTROL POLICY www.mediacampaign.org Fall 1998

GOING THE EXTRA! EXTRA! MILE WITH *THE NEW YORK TIMES*

Educators have a new and exciting tool to energize classroom discussion about substance abuse. The acclaimed Newspaper in Education program of *The New York Times* now offers an anti-drug education curriculum guide, created for middle-school educators, grades 6, 7, and 8.

Entitled "Anti-Drug Education With The New York Times," the guide has a wide selection of lesson plans on how to talk about drugs, deal with peer pressure, and more. The materials include engaging news articles and worksheets for students. Lessons also reinforce Campaign objectives, helping young people develop resistance skills, while supporting academic achievement in art, civics, mathematics, language arts, life skills, and behavioral studies.

Last year, ONDCP sponsored classroom subscriptions with the guide for more than 300 educators, and the *Times* provided the pro bono match for everything from curriculum guides to promotional activities. The program reached 48,000 students, and the evaluation by participating educators helped refine this year's initiative, which began November 8.

For more information, call (800) 631-1222, contact Stephanie Dabo at (212) 556-1620, or go to www.nytimes.com/learning.

PRESIDENT, DIRECTOR McCAFFREY UNVEIL NEW DIRECTION FOR MEDIA CAMPAIGN

Speaking at a White House ceremony on August 2, President Bill Clinton and Director Barry McCaffrey unveiled the broad outlines of a master strategy for Phase III of the Media Campaign. While creating new advertising with highly focused themes, Phase III will adopt branding and fighting strategies to maximize advertising impact on target audiences. (See *Phase III*, page 9).

"The fully integrated national Campaign is one of the biggest things we've ever done," said McCaffrey. "We're talking to young people and their adult mentors in 102 media markets, in 11 different languages, delivering a message that is credible and that, hopefully, will help shape their attitudes."

President Clinton praised the Campaign's national- and community-level partners, calling them "the heart and soul" of the Campaign, and saying the commitment of organizations like the YMCA of the USA and the National FFA Organization would ensure that the truth about drugs reaches young people.

Also unveiled at the White House ceremony was a new series of parent-focused ads, which debuted this September. Clinton said the new messages would be conveyed via TV, radio, and newspapers, as well as the Internet, video games, movies, in-classroom cable, after-school activities, sports, and special events. "Everywhere young people go, during every part of the day, they will see the message that drugs are wrong, they can kill, they are illegal."

Also celebrating the launch of the new ads was skateboarding star Andy Macdonald, who said he was pleased to "give back to the community" by participating in the Campaign. "To succeed in skateboarding, you have to fall down a lot," noted Macdonald. "You make mistakes. That's how you learn. But one mistake you don't have to make is drugs."

INSIDE

New Study Cites Parental Influence page 5
Getting the Message at the X-Games page 6
Channel One's Town Hall Event page 8

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WEB SITES

The Web offers instant access to the full range of Campaign efforts to educate and enable America's youth to reject illicit drugs. Visit the following powerful online and interactive drug-education Web sites for youth, parents, and others who care about young people's futures.

- ✔ *www.mediacampaign.org*
  Bookmark this as your portal to the Campaign. It provides resources and links for partners, community groups, and others interested in participating in the initiative.

- ✔ *www.theantidrug.com*
  Aimed at parents and other adults, this Campaign site offers parents tips on how to talk to kids about drugs. It aims to empower adults to counter the influences of drug culture in their children's lives.

- ✔ *www.freevibe.com*
  An engaging online area that encourages empowered decision making among young people. At this site, they can discuss drug myths, peer pressure, pop culture, and more.

- ✔ AOL (Keyword: Drug Help)
  AOL's Parent's Drug Resource Center is an online community for parents interested in raising drug-free children.

- ✔ AOL (Keyword: Your Life)
  A special area on AOL's Kids Only Channel, "It's Your Life," provides children ages 7 to 12 easy-to-understand prevention information.

- ✔ *www.whitehousedrugpolicy.gov*
  The White House Office of National Drug Control Policy site offers comprehensive information and links on national policy, drug facts and figures, prevention, education, treatment, science, and medicine.

- ✔ *www.straightscoop.org*
  Student journalists will find resources and story ideas to use in school-based media here.

- ✔ *www.teachersguide.org*
  Educators can click on this site for drug prevention resources for use in the classroom.

Examples of local initiatives incorporating National Youth Anti-Drug Media Campaign messages

Message Platform	Possible Partners	Project
Personal Efficacy	• School Districts	Organize a technology night when parents and their children can come to school and sit down together in a computer lab or classroom. Bring up *freevibe.com* on all monitors. Parents and children can use the site as a springboard for conversations about drugs and healthy choices.
Personal Efficacy	• Faith Community	Introduce Campaign message into sermons, bulletins, display areas, and other institutional programs and events. Focus on how much adults' words and actions matter when it comes to keeping kids drug-free.
Parenting Skills	• Businesses • Corporations	Partner with area businesses to place free standing inserts (FSIs') in employee pay envelopes for one pay period. The FSI features parenting techniques.
Parenting Skills	• Hospitals • Health Organizations	Collaborate on preparing and distributing parenting brochures that give practical tips for raising drug-free kids. Highlight upcoming events that provide an opportunity for parents and kids to do things together. Include your community task force/coalition logo and contact information in brochure design. Distribute anti-drug brochures and other materials at flu shot/vaccination clinics, health fairs, fun runs, and other events conducted in conjunction with community partners.
Your Child at Risk	• Graphics and Sign Companies • Grocery Stores • Government and Community Leaders	Focusing on the message "Your child is at risk," work with your partners to place messages in and on nontraditional locations, such as laundromats, trash cans, grocery bags, sides of buildings, backs of cash register receipts, and transit signs.
Your Child at Risk	• Media	Place PSAs on local radio and television, in newspapers, and on Web sites aimed at parents.
Perceptions of Harm	• Law Enforcement • National Guard • Schools • Grocery Stores	Co-host satellite downlinked or uplinked events provided by organizations such as Community Anti-Drug Coalitions of America. Solicit refreshment donations from local bakeries, delicatessens, and grocery stores, and use events as opportunities to distribute brochures and other materials.
Perceptions of Harm	• Parent Organizations • Civic Organizations • Coalition Members	Extend this message to partner organization's own brochures, handouts, newsletters, Web sites, e-mail, magazines, and Webzines by providing fact sheets on specific drugs and prevention techniques.

IMPLEMENTING YOUTH STRATEGIC MESSAGES IN THE FIELD

Examples of local initiatives incorporating National Youth Anti-Drug Media Campaign messages

Message Platform	Possible Partners	Project
Normative Education	• Hotels • Conference Centers • Resorts	Invite them to co-sponsor a prevention-related event for youth. Piggyback on their promotion of a new facility, service, or product such as "sleigh rides." You will probably receive the benefit free because news coverage of an event such as a youth leadership conference linked to anti-drug messages and theme will mean great exposure for the facility's new offering.
Positive Consequences	• Trucking Company • Construction Company • Local Businesses (esp. CD, Toy, Sporting Goods and Video Rental Stores, and Fast-Food Restaurants)	"Show of Hands/Writing on the Wall" project. Place a large, moveable wall in a flatbed trailer. Park in public areas, malls, stadiums, etc. Print Campaign platform messages on the wall; youth and adults place their hands on wall, tracing their handprints as a symbolic show of hands. Youth sign their handprints and pledge to remain drug-free; in exchange for their commitment, they receive a free card entitling them to discounts from local businesses. Adults sign their handprints in support of the youngsters' pledges while committing to help young people remain drug-free.
Positive Consequences	• School • Local Radio, TV Stations • Newspaper • Travel Agents • Newsstands • Video Rental Stores • CD Stores	Host a month-long PSA contest, using the flighted message for all schools. Assign points to all forms of media generated by students: 10 points each poster, 20 points each video announcement, 50 points each outdoor sign, 100 points each Web site, etc. Youngsters track their own points and have the principal sign the tally sheet. School with most points wins trophy or other prize donated by partner(s).
Positive Consequences	• Pet Store • Animal Shelter	Show that drug-free kids and activities are cool. Partner with a pet store for a Dynamic Duo Contest for kids and animals at Halloween. Pet and child dress for Halloween as famous pairs (e.g., Lone Ranger/Silver; Beauty/Beast).
Resistance Skills	• Nursing Homes • Assisted Living facilities • Computer Retailer • Local Internet Service Provider (ISP)	Show that refusing to do drugs doesn't make kids look foolish and uncool by partnering with a nursing home or an assisted living facility during latchkey hours of 4 p.m. to 6 p.m. Youth can become cyber-buddies to seniors, teaching them about e-mail, the Internet (by accessing Campaign Web sites), and other computer features. This can provide a springboard to talking about drugs, resistance skills, goal setting, and decision making.
Resistance Skills	• Transit Companies • Chamber of Commerce • Local Government Leaders	Working with partner(s), improve the community's environment by painting flighted messages on city trash cans, buildings, park benches, walls, and fences.
Negative Consequences	• Cemetery Monument Company • Greenhouse • Landscape Company • Local Government • Mall or Retail Center	"Two Lips, One Voice" project. Emphasize the negative effects of drugs by getting statistics on how many local people have been injured or have died because of drug, and/or alcohol use. Get tulip bulbs donated, perhaps color coded for injuries (red) or death (white). Get a monument donated with your group's name or logo and the flighted message carved on the stone. Place the memorial in a visible location, such as in front of a county courthouse. Plant the tulips around the memorial. When in bloom, they offer a visible link to the Campaign and the negative consequences of drug use. Hold a news conference at the planting and later when the bulbs bloom to relate anti-drug messages to the local event.
Negative Consequences	• Fast-Food Restaurants, Cafes • Schools (esp. social studies and civics classes) • Political Candidates • TV, Radio, Newspaper	Work with a fast-food restaurant or local cafe to donate coffee, juice, and breakfast food for a "legislative breakfast" that brings together young people and local government candidates to focus on the candidates' positions on drug-related issues. Youth act as event hosts, research the negative consequences of drugs in their community, develop and pose questions, and serve as moderators. Invite media to broadcast and/or cover the session. The negative consequences of drugs are highlighted and the community learns which candidates are concerned about drug use and how they plan to attack the problem.

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FIELD NOTES–FEEDBACK FORM

National Youth Anti-Drug Media Campaign

Media Tool Kit for Anti-Drug Action

Please take a moment to complete the following questionnaire to tell us how this *Tool Kit* has helped you to

- ✔ Increase awareness for the Campaign's prevention themes.
- ✔ Facilitate community involvement in the Campaign and prevention issues.

Name _____

Title _____ Organization _____

Street Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

Note the type of public-information materials you produced with the aid of the *Tool Kit*. (Check all that apply.) Please mail us samples.

Printed materials:

- ❑ Media Kit
- ❑ Brochure
- ❑ Fact sheets
- ❑ Flyers
- ❑ Newsletters/member communications
- ❑ Other (Describe) _____

Electronic materials:

- ❑ Listserv/electronic member communications
- ❑ Web site content/Web site links

Other promotional materials:

- ❑ Billboard advertising
- ❑ Exhibit display (Describe) _____
- ❑ Public Service Announcements (PSAs)
- ❑ Transit advertising
- ❑ Posters
- ❑ Other (Describe)_____

Indicate the source of any Campaign-related media coverage generated with the aid of the *Tool Kit*. (Check all that apply.)

Broadcast:

- ❑ Local TV program (Name)_____
- ❑ Cable TV program (Name)_____
- ❑ Local radio program (Name)_____
- ❑ Other

Print:

- ❑ Local newspaper (Name)_____
- ❑ Local magazine (Name)_____

Electronic:

- ❑ Web site (Name)_____

Indicate the type of media placement(s) your Campaign-related activities have secured. (Check all that apply.) Please fax or mail examples.

- ❑ Feature story
- ❑ Quote or mention within an article/news story
- ❑ Op-Ed
- ❑ Letter to the editor
- ❑ Interview/featured guest appearance
- ❑ PSA

FIELD NOTES–FEEDBACK FORM

Name_____ **Organization** _____

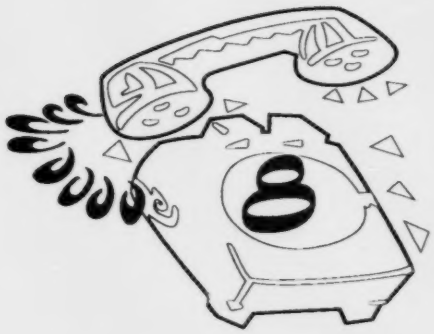
Please provide a brief description of your campaign-related public-outreach efforts. Indicate date, type of initiative or activity, number and type of attendees (if applicable), and other groups you may have collaborated with on the initiative. If possible, please send copies or examples of materials that you created.

Date:_____ **Estimated number of people reached by this initiative/activity:** _____

Brief description of initiative/activity/media coverage:

If there are other efforts or developments you'd like to highlight, add pages as necessary. Thank you.

Fax or mail to:
Editor
Media Tool Kit for Anti-Drug Action
Academy for Educational Development
1825 Connecticut Avenue, NW • Washington, DC 20009 • Fax: (202) 884-8448



Resources

TOPICS:

Calendar of Prevention-Related Events

Contacts, Information Sources, and Web Sites

- ✔ Primary Resources
- ✔ Drug Prevention and Treatment
- ✔ Parenting Resources for Prevention

Public Relations How-to References

- ✔ Media Relations Publications
- ✔ Writing and Production
- ✔ Public Relations Web Sites

Glossary of Abbreviations and Acronyms

Directory of National Association of State Alcohol and Drug Abuse Directors (NASADAD)

National Guard Bureau Drug Demand Reduction Administrators

CALENDAR OF PREVENTION-RELATED EVENTS

Following is a select list of prevention-related events to keep in mind as you plan your communications strategy. Tap them to open new communications channels and enlist new partners.

Month	Event	Sponsor	Phone	Web site
January	Martin Luther King Day Events	Corporation for National Service	(202) 606-5000	www.nationalservice.org
February	School Counseling Week	American School Counselor Association (ASCA)	(703) 683-2722	www.schoolcounselor.org
February	National Children of Alcoholics Week	National Association for Children of Alcoholics (NACoA)	(888) 554-2627	www.health.org/nacoa
March	Safe Spring Break	BACCHUS & GAMMA Peer Education Network	(303) 871-0901	www.bacchusgamma.org
March	National Inhalants and Poisons Awareness Week	National Inhalant Prevention Coalition (NIPC)	(800) 269-4237	www.inhalants.org
April	Alcohol Awareness Month	National Council on Alcoholism and Drug Dependence, Inc. (NCADD)	(212) 206-6770	www.ncadd.org
April	Alcohol-Free Weekend	NCADD	(212) 206-6770	www.ncadd.org
April	Kick Butts Day	Campaign For Tobacco-Free Kids	(202) 296-5469	www.tobaccofreekids.org
April	National Alcohol Screening Day	National Institute on Alcohol Abuse and Alcoholism (NIAAA) and the National Mental Illness Screening Project (NMISP)	(781) 239-0071	www.nmisp.org
April	National Public Health Week	American Public Health Association (APHA)	(202) 777-2742	www.apha.org/news/press/nphw.htm
April	National Youth Service Day	Youth Service America	(202) 296-2992	www.youthserve.net
May	Mental Health Month	National Mental Health Association (NMHA)	(800) 969-6642	www.nmha.org
May	National Safe Kids Week	National SAFE KIDS Campaign	202) 662-0600	www.safekids.org
May	Alcohol and Other Drug-Related Birth Defects Awareness Week	National Council on Alcoholism and Drug Dependence, Inc. (NCADD)	(202) 206-6770	www.ncadd.org
May	World No-Tobacco Day	World Health Organization (WHO) Tobacco Free Initiative	(011) 41-22-791-4832	www.who.int/toh/
June	National Stand for Children Day	Stand for Children	(800) 663-4032	www.stand.org
July	National Parents Day	Parenting Coalition International	(202) 530-0849	www.parentingcoalition.org
August	America Goes Back to School Month	Partnership for Family Involvement in Education and the Department of Education (DOE)	(800) USA-LEARN	www.ed.gov/
August	National Night Out	National Association of Town Watch, Inc.	(610) 649-7055	www.nationaltown-watch.org

CALENDAR OF PREVENTION-RELATED EVENTS - CONT'D

Following is a select list of prevention-related events to keep in mind as you plan your communications strategy. Tap them to open new communications channels and enlist new partners.

Month	Event	Sponsor	Phone	Web site
September	National Alcohol and Drug Addiction Recovery Month	Center for Substance Abuse Treatment (CSAT)	(301)443-5052	www.samhsa.gov/csat
September	National Sobriety Checkpoint Week	Mothers Against Drunk Driving (MADD)	(800) GET-MADD	www.madd.org
September	24 Straight: America's Day of Recovery	The Recovery Network	(310) 393-3979	www.RnetHealth.com
October	Child Health Month	American Academy of Pediatrics	(800) 433-9016	www.aap.org
October	Family Health Month	American Academy of Family Physicians	(913) 906-6000	www.aafp.org
October	Make a Difference Day	*USA Today* Weekend magazine and The Points of Light Foundation	(800) 416-3824	www.makeadifference-day.com
October	National Red Ribbon Week	National Family Partnership	(800) 705 8997	www.nfp.org
November	American Education Week	National Education Association (NEA)	(202) 833-4000	www.nea.org/aew
November	Great American Smokeout	American Cancer Society	(800) ACS-2345	www.cancer.org
November	Child Safety and Protection Month	American Red Cross	(202) 639-3520	www.redcross.org
December	Drunk and Drugged Driving Prevention Month	National Drunk and Drugged Driving (3D) Prevention Month Coalition	(202) 452-6004	www.3dmonth.org

BEST COPY AVAILABLE

CONTACTS, INFORMATION SOURCES AND WEB SITES

PRIMARY RESOURCES

- *Media Campaign Web Site and Gallery.* A comprehensive overview of all aspects of the Campaign, with advertising samples from print, radio, and television that promote the messages of the Campaign.
  Web site: *www.mediacampaign.org*

- *National Clearinghouse for Alcohol and Drug Information (NCADI).* Provides facts about drug use in America and information on the Campaign. Also, NCADI's hotline is staffed by information specialists 24 hours a day. NCADI is a service of the Substance Abuse and Mental Health Services Administration (SAMHSA), a division of the U.S. Department of Health and Human Services. P.O. Box 2345, Rockville, MD 20847-2345; (800)SAY-NOTO or (800) 729-6686. Se Habla Español: (877) 767-8432. Local Callers: (301) 468-2600. TDD: (800) 487-4889.
  Web site: *www.health.org*

- *White House Office of National Drug Control Policy.* ONDCP sponsors many informative sites that serve as portals for parents and kids to factual, objective information on topics ranging from what drugs look like to how to find help and how to talk to kids about making positive choices.
  Web sites: *www.theantidrug.com, www.freevibe.com* and *www.whitehousedrugpolicy.gov/prevent/ondcpsports*

DRUG PREVENTION AND TREATMENT

- *African American Family Services (AAFS).* A comprehensive resource with a specific focus on substance abuse within the African American community. Culturally sensitive materials for purchase include onsite training packages, books, pamphlets, videos, and preassembled journal article packages related to chemical dependency and African American populations. Adult and adolescent outpatient treatment services. 2616 Nicollet Avenue, Minneapolis, MN 55408; (612) 871-7878 or (800) 557-2180.
  Web site: *www.aafs.net*

- *American Cancer Society.* Offers literature on smoking and referrals to local chapters. 1599 Clifton Road, NE, Atlanta, GA 30329; (800) 227-2345.
  Web site: *www.cancer.org*

- *American Council for Drug Education.* Provides information on the effects of drug usage; hotline for treatment referrals. 164 West 74th Street, New York, NY 10023; (800) 488-DRUG. Hotlines: (800) DRUG-HEL(P); (800) COC-AINE; (888) MAR-IJUA(NA); (800) HEL-P111; (800) REL-APSE; (800) CRI-SIS9.
  Web sites: *www.drughelp.org, www.acde.org*

DRUG PREVENTION AND TREATMENT, cont'd.

- ✔ *Community Anti-Drug Coalitions of America (CADCA).* Works to create and strengthen the capacity of new and existing coalitions to build safe, healthy and drug-free communities. 901 North Pitt Street, Suite 300, Alexandria, VA 22314; (703) 706-0560 or (800) 54-CADCA (542-2322).
  Web site: *www.CADCA.org*

- ✔ *Communities That Care.* Provides research-based tools to help communities promote the positive development of children and youth, and prevent adolescent substance abuse.
  Web site: *www.drp.org/ctc.html*

- ✔ *Center on Addiction and Substance Abuse at Columbia University (CASA).* Academic research body that incorporates a variety of professional disciplines on the economic and social costs of substance abuse, as well as an assessment of effective treatment and prevention methods. Columbia University, 152 West 57th Street, 12th Floor, New York, NY 10019-3310; (212) 841-5200.
  Web site: *www.casacolumbia.org*

- ✔ *Drug Abuse Resistance Education (D.A.R.E.).* School-based program led by community police officers. Designed to provide K-12 students with the skills they need to avoid involvement in drugs, gangs, and violence.
  Web site: *www.dare.com*

- ✔ *Drug-Free Communities Support Program.* Administered by the U.S. Department of Justice's Office of Juvenile Justice and Delinquency Prevention (OJJDP) through an agreement with the Office of National Drug Control Policy, this program is designed to strengthen community-based coalition efforts to reduce youth substance abuse. 800 K Street, NW, North Building, Washington, DC 20531; (800) 638-8736.
  Web site: *www.ojjdp.ncjrs.org/programs/drugfree*

- ✔ *Hazelden Foundation.* Educational materials and self-help literature on quitting alcohol, tobacco, and drugs. P.O. Box 11, Center City, MN 55012; (800) 257-7810.
  Web site: *www.hazelden.com*

- ✔ *Join Together.* A national clearinghouse that provides publications, information, and linkages between groups and individuals working to prevent, reduce, and treat substance abuse and gun violence in their communities. 441 Stuart Street, 7th Floor, Boston, MA 02116; (617) 437-1500.
  Web site: *www.jointogether.org*

- ✔ *National Association of Alcoholism and Drug Abuse Counselors (NAADAC).* Global organization of addiction-focused professionals working to enhance the health and recovery of individuals, families, and communities. 1911 North Fort Myer Drive, Suite 900, Arlington, VA 22209; (703) 741-7698 or (800) 377-1136.
  Web site: *www.naadac.org*

- ✔ *National Association of Children of Alcoholics (NACoA).* Provides information on children and families affected by alcoholism and other drug dependencies. 11426 Rockville Pike, Suite 100, Rockville, MD 20852; (888) 554-COAS (544-2627). Web site: *www.health.org/nacoa*

- ✔ *National Association of Student Assistance Professionals (NASAP).* Professional association focused on the problems of student substance abuse, violence, and academic underachievement. 4200 Wisconsin Avenue, NW, Suite 106-118, Washington, DC 20016; (800) 257-6310. Web site: *www.nasap.org*

- ✔ *National Council on Alcoholism and Drug Dependence, Inc.* Provides information, literature, and referrals on how to overcome alcohol and drug addiction. 12 West 21st Street, 7th Floor, New York, NY 10010; (212) 206-6770 or (800) NCA-CALL (622-2255). Web site: *www.ncadd.org*

- ✔ *National Crime Prevention Council.* Works to prevent crime and drug use by providing parents and children with audiovisual materials, reproducible brochures, and other publications. 1000 Connecticut Avenue, NW, 13th Floor, Washington, DC 20036; (800) WE-PREVENT or(800) 722-TEENS. Web site: *www.ncpc.org*

- ✔ *National Institute on Alcohol Abuse and Alcoholism (NIAAA).* Supports and conducts biomedical and behavioral research on the causes, consequences, treatment, and prevention of alcoholism and alcohol-related problems. 6000 Executive Boulevard, Willco Building, Bethesda, MD 20892. Web site: *www.niaaa.nih.gov*

- ✔ *National PTA Drug and Alcohol Abuse Prevention Project.* With the GTE Corporation, creator of "Common Sense: Strategies for Raising Alcohol- and Drug-Free Children," a new area of the National PTA's Children First Web site was created. Focuses on learning the facts about alcohol and other drugs, setting clear limits for children, providing positive role models, and building strong bonds within the family and school. Program offers effective, easy-to-use ideas and materials, and enjoyable games and activities. 330 North Wabash Avenue, Suite 2100, Chicago, IL 60611; (800) 307-4782 or (312) 670-6782. Web site: *www.pta.org/commonsense*

- ✔ *National Institute on Drug Abuse (NIDA).* NIDA supports more than 85 percent of the world's research on the health aspects of drug abuse and addiction. 6001 Executive Boulevard, Bethesda, MD 20892; (301) 443-1124. Web site: *www.nida.nih.gov*

- ✔ *Parents and Adolescents Recovering Together Successfully (PARTS).* A self-help group that supports families in recovery. 12815 Stebick Court, San Diego, CA 92310-2705; (619) 293-0650 or (888) 420-7278. Web site: *www.wic.org/orgs/parts/htm*

DRUG PREVENTION AND TREATMENT, cont'd.

- *Parent to Parent.* An organization that empowers parents to counter influences of drug culture in their children's lives. 1240 Johnson Ferry Place, Suite F10, Marietta, GA 30068; (800) 487-7743.
  Web site: *www.passagegroup.com*

- *Partnership for a Drug-Free America (PDFA).* An organization that works with the advertising industry to develop anti-drug public service messages. It operates a comprehensive Web site for parents. 405 Lexington Avenue, 16th Floor, New York, NY 10174; (212) 922-1560.
  Web site: *www.drugfreeamerica.org*

- *Safe and Drug Free Schools.* The federal government's primary vehicle for preventing drug use and violence among youth. Provides funding and technical support for school-based education and prevention activities. U.S. Department of Education, 400 Maryland Avenue, SW, Washington, DC 20202-6123; (202) 260-3954. Publications: (877) 433-7827.
  Web site: *www.ed.gov/offices/OESE/SDFS*

- *SafeHomes.* A national organization that encourages parents to sign a contract stipulating that when parties are held in one another's homes they will adhere to a strict no alcohol/no drug-use policy. Erie County Council for the Prevention of Alcohol and Substance Abuse, 4255 Harlem Road, Amherst, NY 14226; (716) 839-1157.

- *Students Against Destructive Decisions (SADD).* Student-based organization providing prevention and intervention tools to deal with the issues of underage drinking, drunk driving, drug abuse and other destructive decisions. P.O. Box 800, Marlborough, MA 01752; (508) 481-5759.
  Web site: *www.saddonline.com*

- *Substance Abuse and Mental Health Services Administration(SAMHSA)/Center for Substance Abuse Prevention (CSAP).* A division of the U.S. Department of Health and Human Services that provides a wide variety of resources and information on science-based prevention strategies and programs. 5600 Fishers Lane, Rockwall II Building, Suite 900, Rockville, MD 20857; (301) 443-0365; (800) 729-6686.
  Web site: *www.samhsa.gov*

- *Substance Abuse and Mental Health Services Administration (SAMHSA)/Center for Substance Abuse Treatment (CSAT).* A division of the U.S. Dept. of Health and Human Services whose hotline provides counseling referrals and treatment options for every state. NCADI, P.O. Box 2345, Rockville, MD 20847-2345; (800) 662-HELP.
  Web site: *www.drughelp.org*

- ✔ *White Bison, Inc.* An American Indian nonprofit organization whose "Circle of Recovery" sobriety and wellness (wellbriety) and recovery training programs blend modern knowledge of substance abuse treatment with Native American recovery methods. 6145 Lehman Drive, Suite 200, Colorado Springs, CO 80918; (719) 548-1000.
  Web site: *www.whitebison.org*

- ✔ *Youth to Youth International.* Drug prevention and youth leadership organization focusing primarily on middle-school and high-school students. 700 Bryden Road, Columbus, Ohio 43215; (614) 224-4506.
  Web site: *www.y2yint.com*

- ✔ *Youth Power.* Formerly "Just Say No" International, a program that now emphasizes youth empowerment, self-esteem, and a sense of community through volunteering, tutoring peers, cleaning up the environment, and helping senior citizens. 2000 Franklin Street, Suite 400, Oakland, CA 94612; (510) 451-6666 or (800) 258-2766.
  Web site: *www.youthpower.org*

PARENTING RESOURCES FOR PREVENTION

- ✔ *Community Anti-Drug Coalitions of America (CADCA)*
  901 North Pitt Street, Suite 300
  Alexandria, VA 22314
  (703) 706-0560 or (800) 54-CADCA (542-2322)
  Web site: *www.CADCA.org*

- ✔ *Crossroads Centers*
  311 Martin Luther King Avenue
  Cincinnati, OH 45219
  (513) 475-5359

- ✔ *Mothers Against Drunk Driving (MADD)*
  511 East John Carpenter Freeway, Suite 700
  Irving, TX 75062
  (214) 744-6233 or (800) GET-MADD
  Web site: *www.madd.org*

- ✔ *National Asian Pacific American Families Against Substance Abuse*
  340 East Second Street, Suite 409
  Los Angeles, CA 90012
  (213) 625-5795
  Web site: *www.napafasa.org*

- ✔ *National Association for Native American Children of Alcoholics*
  1402 Third Avenue, Suite 1110
  Seattle, WA 98101
  (206) 903-6574

- *National Families in Action*
  Century Plaza II
  2957 Clairmont Road, Suite 150
  Atlanta, GA 30329
  (404) 248-9676
  Web site: *www.nationalfamilies.org*

- *Parenting IS Prevention*
  6858 Old Dominion Drive, Suite 202
  McLean, VA 22101
  (703) 448-5729
  Web site: *www.parentingisprevention.org*

- *Red Ribbon Works (a program of Greenville Family Partnership)*
  P.O. Box 10203
  Greenville, SC 29603
  (864) 467-4099 or (800) 732-4099
  Web site: *www.redribbonworks.org*

Parenting Web Sites

- *Adolescence Directory Online (ADOL):* A service of the Center for Adolescent Studies at Indiana University, ADOL is a collection of World Wide Web documents that focus on the social and emotional growth and development of adolescents.
  Web site: *http://education.indiana.edu/cas/adol/adol.html*

- *America Online (AOL) Parents' Drug Resource Center (PDRC).* A collaboration between AOL, ONDCP, and the Partnership for a Drug-Free America. The site provides basic information on drugs and prevention tips for parents, and links to qualified drug help resources.
  AOL keyword: Drug Help.

- *Connect for Kids.* The Benton Foundation, in partnership with the Advertising Council, offers parents and other adults a range of information and links to resources on topics as diverse as safety and substance abuse to enable them to act on behalf of kids.
  Web site: *www.connectforkids.org*

- *K.I.D.S.* The Partnership for a Drug Free America and the Public Relations Society of America teamed up to create this site for parents, grandparents, and other caregivers to provide them with a better understanding of substance abuse and ways to help young people make the right decisions about illegal drugs, the underage use of alcohol, and tobacco products. There is also an area for kids ages 11 to 13.
  Web site: *www.k-i-d-s.org*

- *ParentsPlace.com.* A Web site where parents can learn about parenting techniques from experts, or connect and communicate with others about all aspects of child rearing.
  Web site: *www.parentsplace.com*

- *Parenting Coalition International.* PCI spearheads the national observance of Parent's Day, the fourth Sunday of July, and links parents and other caregivers with information, resources, and tools to help them improve the well-being of children and their families.
  Web site: www.parentingcoalition.org

- *Parenting IS Prevention.* Part of ONDCP's Substance Abuse Prevention Initiative, Parenting IS Prevention maintains a database of parenting and substance abuse prevention-related contacts. It also serves as a resource to parents and parent-related organizations on parenting, substance abuse prevention, and related issues. Parenting IS Prevention works to connect parents and organizations nationwide with others in the same geographic area, so that these individuals and groups can collaborate and serve as local resources to one another.
  Web site: www.parentingisprevention.org

Publications for Parents and Other Care Givers

- *Getting Your Kids to Say "No" in the '90's When You Said "Yes" in the '60's.* Strasburger M.D., Victor. 1993. New York: Simon & Schuster. $11.00.

- *Growing Up Drug Free: A Parent's Guide to Prevention.* 1999. U.S. Department of Education, Safe & Drug Free Schools Program. Free from 1-877-4EDPUBS. Full text available at *www.ed.gov/offices/OESE/SDFS/parents_guide/.*

- *Keeping Youth Drug-Free: A Guide for Parents, Grandparents, Elders, Mentors and Other Caregivers.* 1996. U.S. Dept. of Health and Human Services, SAMHSA/CSAP. (800) 662-HELP. Free.

- *Marijuana: Facts Parents Need To Know.* National Institute on Drug Abuse, U.S. Dept. of Health and Human Services, NCADI Publication No. PHD712, 1995. (800) 729-6686; TDD (800) 487-4889. Free.

- *Parenting for Prevention.* Wilmes, David J. 1995. The Johnson Institute-QVS, Inc., 7205 Ohms Lane, Minneapolis, MN 55439-2159. $13.95.

- *Parents: Getting a Head Start Against Drugs Activity Book.* 1993. U.S. Dept. of Health and Human Services, SAMHSA. (800) 662-HELP. Free.

- *Preparing for the Drug-Free Years: A Family Activity Book.* Hawkins, J.D., others. 1988. Developmental Research and Programs, Box 85746, Seattle, WA 98145. $10.95.

- *What Every Parent Can Do About Teenage Alcohol and Drug Abuse: Hope and Help from Parents Who Have Been There.* Parents and Adolescents Recovering Together Successfully (PARTS), 12815 Stebick Court, San Diego, CA 92130-2418; (888) 420-7278 or (619) 293-0650. $10.00.

PUBLIC RELATIONS HOW-TO REFERENCES

MEDIA RELATIONS PUBLICATIONS

- ✔ *The Common Sense Guide to Publicity: Practical Advice on How to Use the Power of Publicity.* DeFrancesco, John, and Gary Goodfriend. 1996. DeFrancesco/Goodfriend Public Relations. Practical advice on using the power of publicity to enhance image and perception, create awareness, and promote products and services. $14.95

- ✔ *Dealing Effectively with the Media.* Wade, John. 1992. Crisp Publications. This primer contains information necessary for virtually every person in business, regardless of profession, industry, or size of organization. It provides the basic skills to be comfortable, confident, and effective when dealing with any sector of the media. $12.95

- ✔ *Publicity and Media Relations Checklists.* Yale, David. 1996. NTC. Ideas, short-cuts, and tips to make everyday publicity tasks less complicated and time consuming. More than 50 checklists and model documents cover every publicity or media function likely to arise. Also includes publicity through little-used electronic media, such as CompuServe and the Internet. $22.95

WRITING AND PRODUCTION

- ✔ *Fundamentals of Successful Newsletters.* Bivins, Thomas H. 1993. NTC. Tools to help you plan, write, edit, design, lay out, illustrate, produce, and distribute effective newsletters. $24.95

- ✔ *Handbook for Public Relations Writing.* Bivins, Thomas H. 1996. NTC. The craft and techniques of public relations writing to transform plain prose into attention-winning copy. Sections on writing for the electronic media; using video news releases; building and maintaining a personal media contact database; and working with service bureaus. Concise and easy to use. $24.95

- ✔ *Public Relations Writing and Media Techniques.* Wilcox, Dennis L. and Lawrence W. Nolte. 1995. Addison Wesley Longman. Recent advances in media technology and changes in regulatory law that have a direct bearing on significant public relations issues. Also, how to write, produce, and distribute public relations materials. $53.00

PUBLIC RELATIONS WEB SITES

- ✔ *Benton Best Practices Toolkit.* This area of the Benton Foundation's Web site, offers practical advice to help nonprofits make effective use of communications and information technologies to achieve their public awareness and education goals.
  Web site: *www.benton.org/Practice/Toolkit/*

- ✔ *Community Tool Box: Bringing Solutions to Light.* A health-related, Web-based resource providing practical guidance for improving community health and development. The site contains more than 3,000 downloadable pages of specific, skill-building information on more than 150 community topics, including using paid advertising (chapter 4) and effective media advocacy (chapter 25).
  Web site: http://*ctb.lsi.ukans.edu*

- ✔ *Profitable Public Relations For Non-Profit Organizations.* A concise but comprehensive primer of public relations wisdom aimed at nonprofits and produced by the community outreach arm of the Chevron Corporation. Includes models of news releases, PSAs, a flyer, and even a thank-you note to donors.
  Web site: *www.chevron.com/community/other/pub-relations/index.html*

- ✔ *Public Relations Society of America (PRSA).* Click on "Tips &Techniques" for articles on topics from launching issue campaigns to presenting so-called "desktop press conferences." Provides links to other useful sites.
  Web site: *www.prsa.org/ppc/index.html*

- ✔ *The Public Service Advertising Research Center.* A site maintained by Goodwill Communications that offers an online library covering all aspects of print and electronic public service advertising.
  Web site: *www.psaresearch.com*

- ✔ *Silver Anvil Resource Center.* Examples of "best practices" in public relations programming are showcased here. Peruse award-winning public relations plans by category, such as special events, businesses, media, and public service efforts.
  Web site: *www.silveranvil.org*

WEB SITE CONTENT AND DESIGN

- ✔ A Web site created by Web-design "guru" Jakob Nielsen as a resource for those involved with online content.
  Web site: *www.useit.com*

GLOSSARY OF ABBREVIATIONS AND ACRONYMS

AAF	American Advertising Federation
AIDS	acquired immune deficiency syndrome
AOL	America Online
CADCA	Community Anti-Drug Coalitions of America
CAPTs	Centers for the Application of Prevention Technologies
CASA	Center on Addiction and Substance Abuse, a research organization based at Columbia University
CDC	Centers for Disease Control and Prevention
CSAP	Center for Substance Abuse Prevention, a component of SAMHSA, an agency within the U.S. Department of Health and Human Services
CSAT	Center for Substance Abuse Treatment, a component of SAMHSA, an agency within the U.S. Department of Health and Human Services
D.A.R.E.	Drug Abuse Resistance Education
DEA	Drug Enforcement Administration, part of the U.S. Department of Justice
DOJ	U.S. Department of Justice
EAP	Employee Assistance Program
Hcl	cocaine hydrochloride
HHS	U.S. Department of Health and Human Services
HIV	human immunodeficiency virus
LSD	Lysergic acid diethylamide, a hallucinogen
MDMA	3, 4-methylenedioxymethamphetamine, an illegally produced synthetic drug that contains properties of mescaline (a hallucinogen) and methamphetamine (a type of speed). Also called Ecstasy, XTC, E, X
MTF	Monitoring the Future, a long-term study of youth drug abuse and attitudes, run by the University of Michigan and funded by NIDA
NAADAC	National Association of Alcoholism and Drug Abuse Counselors

NACoA	National Association of Children of Alcoholics
NASADAD	National Association of State Alcohol and Drug Abuse Directors
NCADI	National Clearinghouse for Alcohol and Drug Information
NCHS	National Center for Health Statistics
NIAAA	National Institute on Alcohol Abuse and Alcoholism, one of the National Institutes of Health and part of the Department of Health and Human Services
NIDA	National Institute on Drug Abuse, one of the National Institutes of Health, part of the U.S. Department of Health and Human Services
NIH	National Institutes of Health, part of the Department of Health and Human Services
NPN	National Prevention Network
ONDCP	Office of National Drug Control Policy
PCP	Phencyclidine, a clandestinely manufactured hallucinogen
PDFA	Partnership for a Drug-Free America, a private, nonprofit organization that promotes private-sector involvement in the creation of anti-drug messages
PRIDE	Parent's Resource Institute for Drug Education
PRSA	Public Relations Society of America
PSA	Public Service Announcement
SADD	Students Against Destructive Decisions
SAID	Substance Abuse Information Database
SAMHSA	Substance Abuse and Mental Health Services Administration; an operating division within the Department of Health and Human Services
SDFSP	Safe and Drug-Free Schools and Communities Program
SSNB	Straight Scoop News Bureau
THC	tetrahydrocannabinol, the psychoactive substance in marijuana
XTC	a street name for MDMA

Directory of National Association of State Alcohol and Drug Abuse Directors (NASADAD)*

The National Association of State Alcohol and Drug Abuse Directors (NASADAD) fosters and supports the development of effective drug abuse prevention and treatment programs in every state across the country. Working with ONDCP, NASADAD representatives provide drug prevention expertise for the local panels in media markets involved with the review of PSAs submitted through the Campaign's pro bono match program. (See Tab 6.)

ALABAMA
Ken Hunt, Acting Director
Substance Abuse Division
Department of Mental Health/Retardation
100 North Union Street
Montgomery, AL 36130
Phone: (334) 242-3952

ALASKA
Ernie Turner, Director
Division of Alcoholism & Drug Abuse
Department of Health and Social Services
240 Main Street, Suite 701
Juneau, AK 99811
Phone: (907) 465-2071

ARIZONA
Christie A. Dye, Chief
ADHS/DBHS
Office of Substance Abuse Services/GMH
2122 East Highland
Phoenix, AZ 85016
Phone: (602) 381-8999

ARKANSAS
Joe M. Hill, Director
AR Bureau of Alcohol & Drug Abuse Prevention
Department of Health, Freeway Medical Center
5800 West 10th Street, Suite 907
Little Rock, AR 72204
Phone: (501) 280-4501

CALIFORNIA
Sally Jantz, Deputy Director
Department of Alcohol & Drug Programs
1700 K Street, Fifth Floor
Sacramento, CA 95814
Phone: (916) 445-1943

COLORADO
Janet Wood, Director
Alcohol & Drug Abuse Division
Department of Human Services
4055 South Lowell Boulevard
Denver, CO 80236
Phone: (303) 866-7486

CONNECTICUT
Dr. Thomas A. Kirk, Jr., Ph.D., Deputy Commissioner
Dept. of Mental Health and Addiction Services
Office of Addiction Services
410 Capitol Avenue, Fourth Floor MS#14COM
Hartford, CT 06134
Phone: (860) 418-6958

DELAWARE
Renata Henry, Director
Division of Alcoholism, Drug Abuse
& Mental Health
Agency of Health and Social Services
1901 North DuPont Highway
New Castle, DE 19720
Phone: (302) 577-4461 Ext. 46

Grace Pesikey, AOD Director
Division of Child Mental Health
Murphy Cottage
1825 Faulkland Road
Wilmington, DE 19805
Phone: (302) 633-2600

DISTRICT OF COLUMBIA
Ron Lewis, Administrator
Addiction, Prevention and Recovery
Administration
Department of Human Services
1300 First Street, NE, Suite 300
Washington, DC 20002
Phone: (202) 727-9393

** current as of March 2000*

FLORIDA
Kenneth A. DeCerchio, Assistant Secretary
Substance Abuse
Department of Children and Families
1317 Winewood Boulevard, Building 3
Tallahassee, FL 32399
Phone: (850) 487-2920

GEORGIA
Bruce L. Hoopes, Acting SA Program Chief
SSA Director PRPD Section
GA Department of Human Resources
Division of Mental Health, Mental Retardation and Substance Abuse
2 Peachtree Street, NW, Suite 23202
Atlanta, GA 30303
Phone: (404) 657-2273

HAWAII
Elaine Wilson, Division Chief
Alcohol & Drug Abuse Division
Department of Health, Kakuhihewa Building
601 Kamokila Boulevard, Room 360
Kapolei, HI 96707
Phone: (808) 692-7506

IDAHO
Pharis Stanger, Project Manager
FACS Division
Bureau of Mental Health & Substance Abuse Services
Department of Health and Welfare
450 West State Street, Fifth Floor
Boise, ID 83720
Phone: (208) 334-6680

ILLINOIS
Norma Seibert, Acting Associate Director
Office of Alcohol & Substance Abuse
Department of Human Services
100 North 9th Street, 2nd Floor
Springfield, IL 62765
Phone: (217) 524-4138

INDIANA
Janet S. Corson, Director
Division of Mental Health
Family and Social Services Administration
402 West Washington Street, Room W-353
Indianapolis, IN 46204
Phone: (317) 232-7845

IOWA
Janet Zwick, Director
Division of Substance Abuse & Health Promotion
321 East 12th Street
Lucas State Office Building, Third Floor
Des Moines, IA 50319
Phone: (515) 281-4417

KANSAS
Connie Hubbell, Commissioner
Substance Abuse/Mental Health Developement Disorders
Department of Social & Rehabilitation Services
Credit Union One Building, Second Floor
610 SW 10th Street
Topeka, KS 66612
Phone: (785) 296-3773

KENTUCKY
Michael Townsend, Director
Division of Substance Abuse
KY Department of Mental Health and Mental Retardation Services
100 Fair Oaks Lane, 4E-D
Frankfort, KY 40621
Phone: (502) 564-2880

LOUISIANA
Alton Hadley, Assistant Secretary
Office for Addictive Disorders
Department of Health and Hospitals
1201 Capitol Access Road
Bin #18, Fourth Floor
Baton Rouge, LA 70821
Phone: (504) 342-6717

MAINE
Marya Faust, Acting Director
Office of Substance Abuse
AMHI Complex
Marquardt Building, Third Floor
159 State House Station
Augusta, ME 04333
Phone: (207) 287-6342

MARYLAND
Thomas Davis, Director
Alcohol & Drug Abuse Administration
Department of Health and Mental Hygiene
201 West Preston Street, Fourth Floor
Baltimore, MD 21201
Phone: (410) 767-6925

MASSACHUSETTS
Mayra Rodriguez-Howard, Director
Bureau of Substance Abuse Services
Department of Public Health
250 Washington Street, Third Floor
Boston, MA 02108
Phone: (617) 624-5151

MICHIGAN
Deborah Hollis, Acting Director
Bureau of Substance Abuse Services
Department of Community Health
320 South Walnut Street
Lewis Case Building
Lansing, MI 48913
Phone: (517) 335-0278

MINNESOTA
Sue Gronemeyer, Acting Director
Chemical Dependency Program Division
Department of Human Services
444 Lafayette Road
St. Paul, MN 55155
Phone: (651) 582-1846

MISSISSIPPI
Herbert Loving, Director
Division of Alcohol & Drug Abuse
Department of Mental Health
Robert E. Lee State Office Building, 11th Floor
239 North Lamar Street
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Drug Abuse & Addiction Services
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Lincoln Regional Center Campus, Building 14
Lincoln, NE 68509
Phone: (402) 471-2851 Ext. 5583

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and Addiction Services
Department of Health and Senior Services
120 South Stockton Street, Third Floor
Trenton, NJ 08611
Phone: (609) 292-9068

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Behavioral Health Services Division
Department of Health
Harold Runnels Building
Room 3300 North, 1190 St. Francis Drive
Santa Fe, NM 87501
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Office of Alcoholism
and Substance Abuse Services
1450 Western Avenue
Albany, NY 12203
Phone: (518) 457-2061

NORTH CAROLINA
Flo Stein, Chief
Division of Mental Health, Developmental
Disabilities & Substance Abuse Services
Department of Health and Human
Resources
3007 Mail Service Center
Raleigh, NC 27699
Phone: (919) 733-4670

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Don Wright, Unit Administrator
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ND Department of Human Services
600 South Second Street, Suite #1E
Bismarck, ND 58504
Phone: (701) 328-8922

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Two Nationwide Plaza
280 North High Street, 12th Floor
Columbus, OH 43215
Phone: (614) 466-3445

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Department of Mental Health
1200 Northeast 13, Second Floor
Oklahoma City, OK 73117
Phone: (405) 522-3857

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Barbara A. Cimaglio, Director
Office of Alcohol & Drug Abuse Programs
OR Department of Human Resources
Human Resources Building
500 Summer Street, NE
Salem, OR 97310
Phone: (503) 945-5763

PENNSYLVANIA
Gene R. Boyle, Director
PA Department of Health
Bureau of Drug & Alcohol Programs
2635 Paxton Street
Harrisburg, PA 17111
Phone: (717) 783-8200

RHODE ISLAND
Barbara Inderlin, Associate Director
Department of Mental Health, Retardation and Hospitals
Division of Substance Abuse
14 Harrington Road
Barry Hall Building 52
Cranston, RI 02920
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SC Department of Alcohol and Other Drug Abuse Services
3700 Forest Drive, Suite 300
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Cordell Hull Building, Third Floor, 425 Fifth Avenue, North
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Phone: (615) 741-1921

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TX Commission on Alcohol and Drug Abuse
9001 North IH 35, Suite 105
Austin, TX 78753
Phone: (512) 349-6605

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Department of Human Services
120 North 200 West
Salt Lake City, UT 84103
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VT Department of Health
108 Cherry Street
Burlington, VT 05402
Phone: (802) 651-1550

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Department of Mental Health, Mental Retardation and Substance Abuse Services
1220 Bank Street, 8th Floor
Richmond, VA 23219
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WA Department of Social and Health Services
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2300 Capitol Avenue
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National Guard Bureau Drug Demand Reduction Administrators*

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Army National Guard
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Army National Guard
1750 Congressman Dickinson
P.O. Box 3711
Montgomery, AL 36109
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ARKANSAS
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Attn: DCSOPS-MS-CD
Camp JT Robinson
North Little Rock, AR 72199
Phone: (501) 212-5484

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Drug Demand Reduction Administrator
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5636 East McDowell Road
Phoenix, AZ 85008
Phone: (602) 267-2901

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Air National Guard
P.O. Box 269101
9800 Goethe Road
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Sacramento, CA 95826
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6868 South Revere Parkway
Englewood, CO 80112
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DISTRICT OF COLUMBIA
MAJ Andrea Foster
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Army National Guard
2001 East Capitol Street
Washington, DC 20003
Phone: (202) 685-9724

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Army National Guard
First Regiment Road
Wilmington, DE 19808
Phone: (302) 326-7079

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** current as of March 2000*

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National Guard Bureau Drug Demand Reduction Administrators cont'd.

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622 East Harmon Industrial Park Road
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1301 North MacArthur Boulevard
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Baltimore, MD 21201
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9 Appendix

TOPICS:

Campaign Supporters
Evaluation Form
Order Form

CAMPAIGN SUPPORTERS

Under the umbrella of the Prevention Through Service Alliance, volunteer organizations and youth development agencies concerned with the welfare of children and youth have committed to work on behalf of the Campaign.

Members of the Prevention Through Service Alliance*
www.ptsa.net

100 Black Men of America
141 Auburn Avenue
Atlanta, GA 30303
Phone: (404) 688-5100
Toll Free: (800) 598-3411
Web site: *www.100blackmen.org*

AMBUCS
PO Box 5127
High Point, NC 27262
Phone: (336) 869-2166
Web site: *www.ambucs.com*

AMVETS
4647 Forbes Boulevard
Lanham, MD 20706
Phone: (301) 459-9600
Web site: *www.amvets.org*

Benevolent & Protective Order of Elks
2750 N. Lakeview Avenue
Chicago, IL 60614
Phone: (773) 755-4728
Web site: *www.elks.org*

* Current as of March 2000.

MEMBERS OF THE PREVENTION THROUGH SERVICE ALLIANCE, cont'd.

Big Brothers/Big Sisters of America
230 N. 13th Street
Philadelphia, PA 19107
Phone: (215) 567-7000
Web site: *www.bbbsa.org*

Boys and Girls Clubs of America
1230 West Peachtree, NW
Atlanta, GA 30309
Phone: (404) 487-5700
Web site: *www.bgca.org*

Boy Scouts of America
1325 West Walnut Hill Road
P.O. Box 152079
Irving, TX 75015
Phone: (972) 580-2000
Web site: *www.bsa.scouting.org*

B'nai B'rith Youth Organization
1640 Rhode Island Avenue, NW
Washington, DC 20036
Phone: (202) 857-6633
Web site: *www.bbyo.org*

Camp Fire Boys and Girls
4601 Madison Avenue
Kansas City, MO 64112
Phone: (816) 756-1950
Web site: *www.campfire.org*

Campus Outreach Opportunity League
1531 P Street, NW
Washington, DC 20005
Phone: (202) 265-1200
Web site: *www.cool2serve.org*

Civitan International
P.O. Box 130744
Birmingham, AL 35213
Phone: (205) 591-8910
Web site: *www.civitan.org*

Delta Sigma Theta Sorority, Inc.
1707 New Hampshire Avenue, NW
Washington, DC 20009
Phone: (202) 986-2400
Web site: *www.dst1913.org*

Fraternal Order of Eagles
P.O. Box 25916
Milwaukee, WI 53225
Phone: (414) 781-7585

General Federation of Women's Clubs
1734 N Street, NW
Washington, DC 20036
Phone: (202) 347-3168
Web site: *www.gfwc.org*

Girl Scouts of the USA
420 Fifth Avenue
New York, NY 10018
Phone: (212) 852-5038
Toll Free: (800) GSUSA4U
(800) 478-7248
Web site: *www.gsusa.org*

Girls, Inc.
120 Wall Street, 3rd Floor
New York, NY 10005
Phone: (212) 509-2000
Web site: *www.girlsinc.org*

Improved Benevolent and Protective Order of Elks of the World
P.O. Box 159
Winton, NC 27986
Phone: (252) 358-7661
Web site: ibpoe.com

Independent Order of Odd Fellows
422 North Trade Street
Winston-Salem, NC 27101
Phone: (336) 725-5955
Toll Free: (800) 235-8358
Web site: *www.IOOF.org*

Jack and Jill of America, Inc.
3501 French Woods Road
Charlotte, NC 28269
Phone: (704) 599-5366
Web site: *www.jack-and-jill.org*

Junior Chamber International, Inc.
400 University Drive
Coral Gables, FL 33114
Phone: (305) 446-7608
Web site: *www.juniorchamber.org*

Knights of Columbus
One Columbus Plaza
New Haven, CT 06510
Phone: (203) 772-2130
Web site: *www.kofc.org*

The LINKS, Inc.
1200 Massachusetts Avenue, NW
Washington, DC 20005
Phone: (202) 842-8686
Web site: *www.linksinc.org*

Lions Clubs International
300 West 22nd Street
Oak Brook, IL 60523
Phone: (630) 571-5466
Web site: *www.lionsclubs.org*

Moose International
Route 31
Mooseheart, IL 60539-1180
Phone: (630) 859-2000
Web site: *www.mooseintl.org*

Mothers Against Drunk Driving
511 E. John Carpenter Freeway, Suite 700
Irving, TX 75062
Phone: (214) 744-6233
Toll Free: (800) 438-6233
Web site: *www.madd.org*

National Beta Club
151 West Lee Street
Spartanburg, SC 29306
Phone: (864) 583-4553
Web site: *www.betaclub.org*

National Council of Negro Women
633 Pennsylvania Avenue, NW
Washington, DC 20004
Phone: (202) 737-0120
Web site: *www.ncnw.com*

National Council of Youth Sports
116 First Terrace, Suite 709
Palm Beach Gardens, FL 33418
Phone: (561) 625-1197
Web site: *www.ncys.org*

National Exchange Club
3050 Central Avenue
Toledo, OH 43606
Phone: 419-535-3232
Toll-free: (800) 924-2643
Web site: *www.nationalexchangeclub.com*

National Family Partnership
2490 Coral Way
Miami, FL 33145
Phone: (305) 856-4173
Toll-free: (800) 705-8997
Web site: *www.nfp.org*

National 4-H Council
7100 Connecticut Avenue
Chevy Chase, MD 20815
Phone: (301) 961-2840
Web site: *www.fourhcouncil.edu*

National FFA Organization
6060 FFA Drive
P.O. Box 68960
Indianapolis, IN 46268
Phone: (317) 802-6060
Web site: *www.ffa.org*

National Masonic Foundation for Children
P.O. Box 28000
Washington, DC 20038
Phone: (202) 331-1933

National Panhellenic Conference
3905 Vincennes Road, Suite 105
Indianapolis, IN 46268
Phone: (317) 872-3185
Web site: *www.npcwomen.org*

National Retired Teachers Association
601 E Street, NW
Washington, DC 20049
Phone: (202) 434-2380
Toll-free: (800) 424-3410
Web site: *www.aarp.org*

Optimist International
4494 Lindell Boulevard
St. Louis, MO 63108
Phone: (314) 371-6000
Toll Free: (800) 678-8389
Web site: *www.optimist.org*

Pilot International
P.O. Box 4844
Macon, GA 31208-4844
Phone: (912) 743-7403
Web site: *www.pilotinternational.org*

PRIDE Youth Programs
4684 South Evergreen
Newaygo, MI 49337
Phone: (231) 652-4400
Web site: *www.prideyouth.com*

Quota International
1420 21st Street NW
Washington, DC 20036
Phone: (202) 331-9694
Web site: *www.quota.org*

Ruritan National
Ruritan Road
P.O. Box 487
Dublin, VA 24084
Phone: (540) 674-5431
Toll-free: (877) 787-8727
Web site: *www.ruritan.org*

Sertoma International
1912 East Meyer Boulevard
Kansas City, MO 64132
Phone: (816) 333-8300
Web site: *www.sertoma.org*

Sigma Gamma Rho
8800 South Stony Island Avenue
Chicago, IL 60617
Phone: (773) 873-9000
Web site: *www.sgri922.org*

United National Indian Tribal Youth, Inc. (UNITY)
P.O Box 25042
Oklahoma City, OK 73125
Phone: (405) 236-2800
Web site: *www.unityinc.org*

U.S. Junior Chamber of Commerce
Four West 21th Street
Tulsa, OK 74114
Phone: (918) 584-2481
Web site: *www.usjaycees.org*

Veterans of Foreign Wars
406 West 34th Street
Kansas City, MO 64111
Phone: (816) 756-3390
Web site: *www.vfw.org*

White Bison, Inc.
6145 Lehman Drive
Suite 200
Colorado Springs, CO 80918
Phone: (719) 548-1000
Web site: *www.whitebison.org*

YMCA of the USA
101 North Wacker Drive
Chicago, IL 60606
Phone: (312) 977-0031
Web site: *www.ymca.net*

YWCA of the USA
Empire State Building
350 Fifth Avenue, Suite 301
New York, NY 10118
Phone: (212) 273-7801
Web site: *www.ywca.org*

Youth Power
2000 Franklin Street
Oakland, CA 94612
Toll Free: (800) 258-2766
Web site: *www.youthpower.org*

Youth to Youth International
700 Bryden Road
Columbus, OH 43215
Phone: (614) 224-4506
Web site: *www.y2yint.com*

Zeta Phi Beta Sorority, Inc.
1734 New Hampshire Avenue, NW
Washington, DC 20009
Phone: (202) 387-3103
Web site: *www.zpb1920.org*

EVALUATION FORM

National Youth Anti-Drug Media Campaign

Media Tool Kit for Anti-Drug Action

Please complete the following questionnaire and fax or mail to the address listed. Thank you

Name _____

Title _____ Organization _____

Street Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

1. Please check the words below that describe how you feel about the Media Tool Kit for Anti-Drug Action

❑ Positive	❑ Negative	Why do you feel this way?
❑ Enthusiastic	❑ Bored	
❑ Informed	❑ Confused	
❑ Motivated	❑ Frustrated	

2. How informative and useful were the following materials? (Circle the number closest to your answer)

	Not at all	Somewhat	Very
Tab 1: Campaign Overview	1	2	3
Tab 2: Ideas to Engage Communities	1	2	3
Tab 3: Media Relations	1	2	3
Tab 4: Outreach and Visibility	1	2	3
Tab 5: Templates and Tools	1	2	3
Tab 6: Pro Bono Match	1	2	3
Tab 7: Field Notes	1	2	3
Tab 8: Resources	1	2	3
Tab 9: Appendix	1	2	3
CD ROM	1	2	3
Advertising Slicks	1	2	3
Camera-ready feature articles	1	2	3

3. What is the most useful content? (Specify by type and/or title)

EVALUATION FORM—CONT'D

4. What is the least useful content? (Specify by type and/or title)

5. What would you most like to see supplied as updates to the *Tool Kit*? (Check all that apply)

- ❑ PSAs for radio
- ❑ Print advertisements
- ❑ Feature/newsletter articles
- ❑ Camera-ready artwork
- ❑ Field notes/local success stories
- ❑ Specific drug fact sheets (List) _____
- ❑ Other fact sheets. (Describe)_____
- ❑ Talking points (Suggest topic)_____
- ❑ Other (Describe)_____

6. What other resources would be helpful to you?

7. Please indicate how you or your organization became aware of the *Media Tool Kit for Anti-Drug Action*.

- ❑ Received initial mailing
- ❑ Referred by another organization (Specify) _____
- ❑ Web site (Note URL) _____
- ❑ Press release or other news reference
- ❑ Media Campaign Flash E-mail
- ❑ Campaign *Update* Newsletter
- ❑ Other (Describe) _____

8. Which audiences will you use these materials to reach? (Check all that apply)

- ❑ Media
- ❑ Parents
- ❑ Other Adult Influencers
- ❑ Youth
- ❑ Schools
- ❑ Civic Organizations
- ❑ Faith-Based Organization
- ❑ Business and Professional Groups
- ❑ Other (Describe) _____

9. What is the best way to provide *Tool Kit* updates to you and your organization?

❑ Mail ❑ E-mail ❑ Web ❑ Fax

10. What other comments or suggestions do you have for improving the *Media Tool Kit for Anti-Drug Action*? (Attach additional pages as necessary)

Fax or mail to:

Editor

Media Tool Kit for Anti-Drug Action

Academy for Educational Development

1825 Connecticut Avenue, NW • Washington, DC 20009 • Fax: (202) 884-8448

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National Youth Anti-Drug Media Campaign

Media Tool Kit for Anti-Drug Action

To order additional copies of the *Media Tool Kit for Anti-Drug Action*, please complete this form and mail or fax to the address below. Feel free to share this order form with other organizations that might benefit from the information in the *Tool Kit*.

Please note that orders may take up to 4-6 weeks to process.

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- ❑ Campaign *Update* newsletter
- ❑ Other (Describe) _____

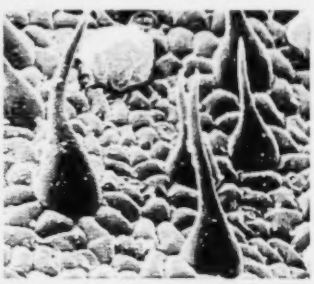
Fax or mail to:

Media Tool Kit for Anti-Drug Action
ONDCP Clearinghouse
P.O. Box 6000 • Rockville, MD 20849-6000 • Fax: (301) 519-5212

HONESTY.

THE ANTI-DRUG.

Your kids ask if you ever used drugs. What do you say? You want to be honest because you love them and respect their intelligence. It's a very difficult question. But remember, **the issue isn't your past. The issue is their present and future.** How you respond is entirely up to you. (Perhaps tell them when they're older.) What's important now is that your kids understand that you don't want them to use drugs. Studies show that parents who give their kids **clear rules and reward them for good behavior** are far more effective in keeping their kids off drugs than those who don't. For more information, visit www.theantidrug.com or call 800.788.2800. We can help you.



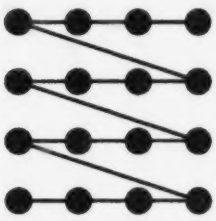
This is where THC comes from. THC is the active ingredient in marijuana. It looks the same today as it did in 1960. The difference is how much of it is in marijuana today. Pot today is often grown hydroponically and can be genetically altered to produce more THC in each plant. The production of marijuana is a commercial industry that in many ways has created a drug much different than it was in the 70's.

Smoking marijuana is harmful. The younger you are, the more harmful it is. Research has shown that people who smoke marijuana before the age of 15 are 7 times more likely to use other drugs than people who don't smoke marijuana. Studies also show that people who did not smoke marijuana by the time they were 21 were more likely to never smoke marijuana. This message is brought to you by the Office of National Drug Control Policy/Partnership for a Drug-Free America®

✳ COMMUNICATION.

THE ANTI-DRUG.

A loving relationship cannot exist without communication. Research shows that kids believe they have valuable things to say. When parents ask them and listen genuinely, **it helps build self-esteem and confidence.** Also it demonstrates that you support their burgeoning independence as well as their ability to make intelligent decisions. The important thing to remember about drugs is that **it's not a five minute talk about sex. It's a dialogue.** As kids grow, they will need more information relevant to their exposure. In general, smoking marijuana is harmful. The younger a kid is, the more it may be. Research shows that people who smoke it before age 15 **are 7 times more likely to use other drugs.** It also shows that people who didn't smoke marijuana by age 21 were more likely to never smoke it. For more information, visit www.theantidrug.com or call 800.788.2800.



Communication is connection. During their teenage years, kids are exposed to an ever widening variety of people and influences. Know their friends as well as their friends' parents. Know your kids' routines and set curfews. Tell your kids that you love them. Praise them when they do well, no matter how small the accomplishment. Stay connected.

Getting to know your kids and staying involved with them is one of the most effective drug deterrents. Through their teenage years, this is not always easy. Even still, research shows that kids still want this to happen, even as they are exploring and growing into their own individuality. One way to do this is to set dates to do things together and plan routine activities (Saturday lunches, Sunday afternoon drives) where you can catch up. This message is brought to you by the Office of National Drug Control Policy/Partnership for a Drug-Free America.

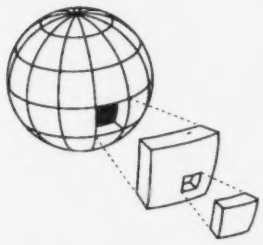
LOVE.

THE ANTI-DRUG.

Spending time with your kids is a proven deterrent to drug use. Listening to them. Talking about their friends, school, activities. **Asking what they think about anything.** Love. Music. Kosovo. Columbine. Dreams they may have. Research shows that knowing your kids, who they hang out with and their parents as well, dramatically reduces the likelihood that they will get into trouble with drugs. Another effective deterrent **is praising and rewarding them for good behavior. Tell your kids you love them.** Go out for pizza instead of watching TV. Get to know the music your kids like and talk to them about it. **Keeping kids drug-free is achieved in a series of small, personal ways.**

For more information, call 800.788.2800 or visit www.theantidrug.com

Round World



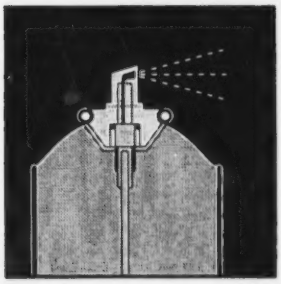
We are all individual parts of a greater whole. Parents play a huge role in this interconnected social landscape. Research shows that kids view parents as their most influential role models. A study also shows that 74% of all fourth graders wish their parents would talk to them about drugs. Overwhelmingly, research demonstrates that kids want parents to be parents. And that is the best deterrent in the fight against drugs.

Between 4 and 6 p.m. is when kids are most likely to try drugs. So keep them busy. Encourage them to try out for the basketball team. Or the school play. Or band. What matters is your involvement. Teenagers want to explore their independence, and yet want the stability provided by routines. This message is brought to you by the Office of National Drug Control Policy/Partnership for a Drug-Free America®.

TRUST.

THE ANTI-DRUG.

Studies have shown that in general, kids believe their parents trust them. Where kids get into trouble with drugs is when they assume this trust implies that they're mature enough to avoid the dangers. **Trust is essential.** Yet they must understand that trust comes with responsibilities. That's why you need to talk to them about drugs and give them clear, consistent rules. **Monitoring your kids' activities doesn't mean you don't trust them.** It means that you care about them enough to be involved. Between 4 and 6 p.m. is when kids are most likely to try drugs. So keep them busy. Encourage them to try out for the basketball team. Or the school play. Or band. **What matters is your involvement.** Teenagers want their independence, yet need the stability provided by routines. For more information, call 800.788.2800 or visit www.theantidrug.com.



Kids who read warning labels are not always looking for what can harm them. Kids who use inhalants are looking for the chemicals that can get them high. Propane. Toluene. Butane. Nitrous oxide. These chemicals are found in many common household cleaners, paints and aerosols that kids use to get high.

Kids who receive education about drugs from their parents are 36% less likely to use pot than kids who don't. They're 50% less likely to use inhalants. 56% less likely to use cocaine. And 65% less likely to use LSD. Research also shows that parents who set clear rules and enforce them consistently **are far more effective in keeping their kids off drugs than those who don't.** This message is brought to you by the Office of National Drug Control Policy/Partnership for a Drug-Free America®

⊙ TRUTH.

THE ANTI-DRUG.

The most effective deterrent to drug use among kids **isn't the police, or prisons, or politicians.** One of the most effective deterrents to drug use among kids is their parents. Kids who learn about the risks of drugs from their parents are **36% less likely to smoke marijuana** than kids who learn nothing from them. They are 50% less likely to use inhalants. 56% less likely to use cocaine. 65% less likely to use LSD. So if you're a parent, talk to your kids about drugs. Research also shows that 74% of all fourth graders **wish their parents would talk to them about drugs.** If you don't know what to say, visit www.theantidrug.com or call 800-788-2800. We can help you.

The Geocentric System

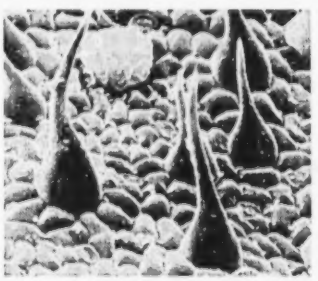
Five hundred years ago, the sun was thought to revolve around the earth. People did not know then what we know now. Truths change. We now know smoking marijuana is harmful. The younger you are, the more harmful it may be. Research has shown that people who smoke marijuana before the age of 15 were over 7 times more likely to use other drugs than people who have never smoked marijuana.

Illegal drugs are estimated to cost America over $110 billion each year in treatment, enforcement, incarceration and social damage. **But what else could you buy for $110 billion?** Well, you could build 1,692 new hospitals. Or operate 632 new universities. Or 3,667 national parks. You could hire 2,955,956 new high school teachers. Or you could put 758,620 new buses on the road. This message is brought to you by the Office of National Drug Control Policy/Partnership for a Drug-Free America®

HONESTIDAD.

LA ANTI-DROGA.

Si sus hijos le preguntan si usted ha usado drogas, ¿qué les dice? Es una pregunta difícil. Pero recuerde que **lo importante no es lo que le pasó a usted.** Lo importante es el presente de sus hijos. Y el futuro de ellos. Responda como usted quiera. Lo importante es **que sus hijos entiendan que usted no quiere que usen drogas.** Las investigaciones demuestran que los padres que dan a sus hijos reglas claras y los premian por su buen comportamiento, son más efectivos alejando a sus hijos de las drogas. Comunicándose con sus hijos, **usted puede hacer mucho** para alejarlos de las drogas. Si no está seguro de qué decirles, llame hoy mismo al: 800.788.2800. Línea de ayuda.



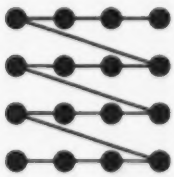
Este es el ingrediente activo de la mariguana. Por la forma en que se hace germinar, es más potente actualmente de lo que fue en los años 60. Y entre más joven es quien la prueba, mas daño le puece hacer. Y los niños que fuman mariguana, tienen más probabilidades de usar otras drogas.

Este mensaje es traído a usted por: Oficina de la Política Nacional sobre el Control de las Drogas/Asociación Pro-América Libre de Drogas.

✳ COMUNICACION.

L A A N T I - D R O G A .

Saber lo que sus hijos piensan y sienten, y mostrar interés por sus cosas, **es un freno efectivo contra las drogas.** Durante la adolescencia esto no siempre es fácil. Sin embargo, aunque no lo demuestren, **los muchachos desean el diálogo con usted.** Una manera de lograr esto es establecer momentos para **hacer cosas juntos** y planear actividades rutinarias, como paseos, idas al cine, al juego de fútbol, etc. En esos momentos, usted puede iniciar la plática. Comunicándose con sus hijos, **usted puede hacer mucho para** alejarlos de las drogas.



La comunicación es conexión. Durante los años de adolescencia, sus hijos están expuestos a muchas influencias. Es cuando ellos necesitan más de usted: necesitan una rutina, una hora determinada para regresar a casa, su elogio cuando hacen algo bueno. En fin, necesitan sentir que usted los quiere. Manténgase conectado.

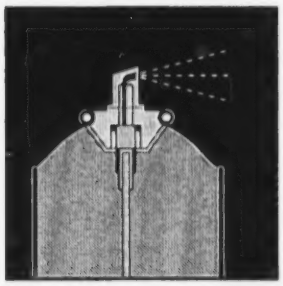
800-788-2800 Línea de ayuda.

Este mensaje es traído a usted por: Oficina de la Política Nacional sobre el Control de las Drogas/Asociación Pro-América Libre de Drogas.

✻ CONFIANZA.

LA ANTI-DROGA.

En general, los hijos saben que sus padres confían en ellos. **La confianza es esencial.** Pero a cierta edad, los chicos deben entender que la confianza que usted les tiene también conlleva responsabilidades. Los chicos que se meten en problemas de drogas, creen que tenerles confianza quiere decir que ya son maduros y pueden evitar los peligros ellos solos. **Vigilar las actividades de sus hijos no quiere decir que usted no confía en ellos.** Significa que usted se preocupa por ellos lo suficiente como para no querer que se hagan daño. Anímelos a que hagan deporte, o participen en la banda o en los equipos de la escuela. Comunicándose con sus hijos, **usted puede hacer mucho** para alejarlos de las drogas. Si no está seguro de qué decirles, llame hoy mismo al: 800.788.2800. Línea de ayuda.



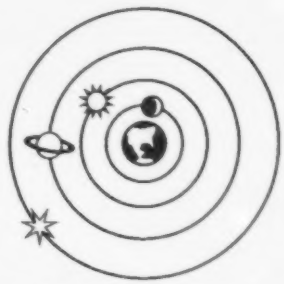
Fluorocarburos. Bencina. Butano. Hidrocarburos clorados. Estos químicos se encuentran en muchos limpiadores y aerosoles comunes que se encuentran en su casa, y son los que buscan los muchachos que usan inhalantes para drogarse.

Este mensaje es traído a usted por: Oficina de la Política Nacional sobre el Control de las Drogas/Asociación Pro-América Libre de Drogas.

⊙ LA VERDAD.

LA ANTI-DROGA.

El freno más eféctivo para que los menores no consuman drogas, **no es la policía o las prisiones.** El mejor freno son los padres. Las investigaciones demuestran que el 74% de todos los chicos de cuarto grado **quisieran que sus padres les hablaran sobre las drogas.** Sus hijos confían en usted. En que usted les va a decir la verdad. Comunicándose con sus hijos, **usted puede hacer mucho** para alejarlos de las drogas. Si no está seguro de qué decirles, llame hoy mismo al: 800-788-2800. Línea de ayuda.



El Sistema Geocéntrico

Hace quinientos años se creía que el sol giraba alrededor de la Tierra. La verdad hace que cambien las cosas. Como por ejemplo, hoy sabemos que la mariguana es muy dañina. Entre más jóvenes empiecen a fumarla, más daño les hace. La comunicación es conexión. Manténgase conectado a su hijo y háblele con la verdad. Los chicos confían en sus padres más que en nadie más.

Este mensaje es traído a usted por: Oficina de la Política Nacional sobre el Control de las Drogas/Asociación Pro-América Libre de Drogas. Para más información llame a: The Miami Coalition for a Safe and Drug-Free Community, 305.375.8032; Broward County Commission on Substance Abuse, 954.760.7007.

Pointers For Parents

Communication: The Anti-Drug

(NAPS)—As a parent, you want what's best for your kids. And you know as your kids grow up they will face many temptations, including drugs. According to a study conducted by the Partnership for a Drug-Free America, only 27 percent of teens say they're learning a lot at home about the risks of drug use—although virtually all parents in the United States say they've talked with their children about drugs.

This isn't an issue you can handle by having "the talk." When it comes to dangerous activities such as drug use, you need to have an ongoing discussion with your child. This can be difficult to do considering the numerous demands of work, school, after-school activities and religious and social commitments. However, the more time you take to communicate with your child about drugs and other sensitive subjects, the more at ease your child will be coming to you with questions or problems.

The following are suggestions that can help you become a more effective communicator, according to behavioral scientist, Tony Biglan, Ph.D.:

1) Be a better listener—ask questions and be willing to listen to what your child has to say. Paraphrase what your child says to you to make sure you understood what they meant.

2) Give honest answers—don't make up what you don't know. If your child asks you something and you don't know the answer, offer to find out—better yet, make it a project to find out the answer together.

3) Don't react in a way that will cut off further discussion—this can be a challenge. If your child makes statements that shock you or are counter to your beliefs, try to turn them into a calm discussion of why your child thinks the way he or she does. A negative reaction to one subject may make your child apprehensive to start future discussions about other difficult subjects.

The most important thing for you to remember is to tell your children that you love them—and tell them often.

If you would like more tips on communication and parenting, visit www.theantidrug.com, a web site designed to help parents learn how to talk to their children about staying clean, safe, and drug-free, which is part of the White House Office of National Drug Control Policy's National Youth Anti-Drug Media Campaign. The site offers a brochure called "Parenting Skills: 21 Tips and Ideas to Help You Make a Difference," that can also be ordered by phone at 800-788-2800.

For additional information about drugs, alcohol or tobacco, visit the following web sites: www.drugfreeamerica.org/drug_info.html, www.nida.nih.gov/Infofax/Infofaxindex.html or www.health.org.

Note to Editor: Third in series of four.

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Pointers For Parents

Honesty: The Anti-Drug

(NAPS)—Picture this: you're driving your child home one afternoon and she turns to you and asks, "Mom, did you ever do drugs when you were a kid?" Or, you're helping your child with homework and he asks, "Dad, did you smoke pot when you were in high school?"

This is a question many parents hope to avoid. Unless the answer is an unequivocal "no," it may be difficult to know what to say.

How honest should you be? Behavioral scientist Tony Biglan, Ph.D., recommends an honest answer when a child asks about your past. Otherwise, you risk losing credibility with your kids. This doesn't mean you should recount every detail of your high school or college years. Rather, ask clarifying questions to make sure you understand exactly what your child is asking before you answer.

What if your child thinks that since you admitted to using drugs and you've grown up just fine it is okay for her to do drugs, too? The fact is, we all want what's best for our children. Today, we have more information about the negative consequences of drug use, and we understand the hazards of drugs better than we did when we were kids. We can also draw on real-life examples of friends who had trouble as a result of drug use, such as the family member who was an addict, the teen who used marijuana for years and lost interest in school, or the neighbor who caused a fatal car crash while high.

What if you are afraid of sounding like a hypocrite? "Do as I say, not as I do" has never been a good method of parenting. You should emphasize that this discussion is about your child's future, and not about your past. Even if you made mistakes in the past, be clear you do not want your child to repeat them.

Most importantly, remember that when your child asks you about your past, he or she has just opened the door for an ongoing dialogue about drugs, alcohol, tobacco or other forces that could cause harm.

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Note to Editor: Fourth in series of four.

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Pointers For Parents

Love: The Anti-Drug

(NAPS)—Picture the scene: you take your daughter to the mall and she doesn't want to walk too close to you, or you drop off your son at practice and he leaps out of the car practically before it's come to a stop.

You love your kids and want what's best for them, but sometimes it can be hard to demonstrate how much you love them, particularly as they grow up and become more independent.

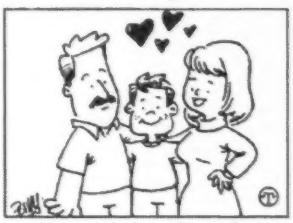
Research shows that one of the best ways you can help your kids avoid drug use is by spending time with them. Here are some helpful suggestions for knowing what's going on in your child's world when they seem to close every door to you:

Be a good role model for your kids. There is no such thing as "do as I say not as I do" when raising children. If you take drugs or abuse alcohol, your children are observing and learning from your behavior. On the other hand, if you are a living, day-to-day example of your value system, your children will learn and emulate the compassion, honesty, generosity and openness that you want your children to have.

Be involved in your children's lives. According to behavioral scientist, Tony Biglan, Ph.D., there are simple ways to be part of your child's life:

1) Create "together time."—Start a tradition or fun, weekly routine to do something with your child, such as going out for ice cream.

2) Eat meals together as often as possible.—Mealtime is a great opportunity to talk about the day's



events, unwind, and reinforce a family bond. Studies show that kids whose families eat together at least five times a week are less likely to be involved with drugs and alcohol.

3) Try to be home after school. The "danger zone" for drug use and other risky behavior is between 4 and 6 p.m. If you can, arrange to have flextime if it's available at your workplace. When your child will be with friends, make sure there is adult supervision.

If you would like more tips on communication and parenting, visit www.theantidrug.com, a web site designed to help parents learn how to talk to their children about staying clean, safe, and drug-free, which is part of the White House Office of National Drug Control Policy's. National Youth Anti-Drug Media Campaign offers a brochure called "Parenting Skills: 21 Tips and Ideas to Help You Make a Difference," that can also be ordered by phone at 800-788-2800.

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Note to Editor: First in series of four.

Pointers For Parents

Truth: The Anti-Drug

(NAPS)—If you're a parent who grew up in the sixties when kids started to experiment with drugs, you might have tried marijuana yourself. Now what do you say if your kids ask you, "Did you ever do drugs?"

Experts agree it's best to be honest. Answering this question untruthfully can cause you to lose credibility with your kids. Don't provide too many details, just a short honest response that shows you care.

Here are three possible responses when you face questions about your own youthful drug use, says behavioral scientist Tony Biglan, Ph.D.:

1) "I took drugs because some of my friends used them, and I thought I needed to in order to fit in. In the 60s, people didn't know as much as they do now about all of the bad things that can happen when you smoke marijuana or do other drugs. If I'd known then what I know now, I never would have tried drugs. I'll do everything I can to help you keep away from drugs."

2) "Everyone makes mistakes. When I used drugs, I made a big one. I'm telling you about this even though it's embarrassing, because I love you and I want to save you from making the same stupid decision I made when I was your age. You can learn from my mistakes without repeating them."

3) "I did drugs because I was bored and wanted to take some risks, but I soon found out that I couldn't control the risks—they were controlling me. There are much better ways of challenging yourself than doing drugs."

If you would like more tips on communication and parenting, visit www.theantidrug.com, a web site designed to help parents learn how to talk to their children about staying clean, safe, and drug-free, which is part of the White House Office of National Drug Control Policy's National Youth Anti-Drug Media Campaign. The site offers a brochure called "Parenting Skills: 21 Tips and Ideas to Help You Make a Difference," that can also be ordered by phone at 800-788-2800.

For additional information about drugs, alcohol or tobacco, visit the following web sites: www.drugfreeamerica.org/drug_info.html, www.nida.nih.gov/Infofax/Infofaxindex.html or www.health.org.

Note to Editor: Second in series of four.

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